

NOVEMBER, 1957

**sbs**

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and wholesalers*



*in the South-Southwest*

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## IN THIS ISSUE —

'World's Most Unusual  
Lumber Yard' in Md.

The Why and How  
of Depreciation

Enlarged Fla. Store  
Spotlights Hardware

Brownlee and Morgan  
'Sound Off' First

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CERAMIC TILE — NEW LINE FOR DEALERS — page 37

Photo courtesy Pomona Tile Manufacturing Co.





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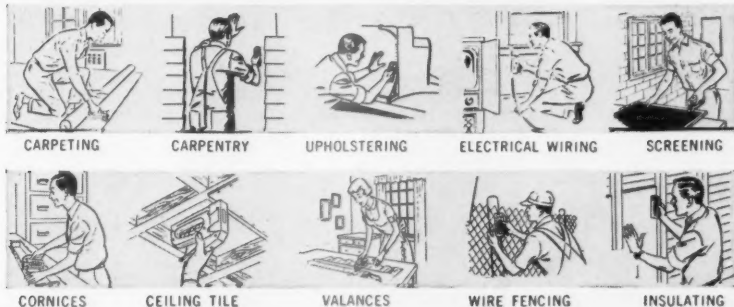


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THEY  
BUY**

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**LOOK AT ALL THE THINGS IT DOES!**

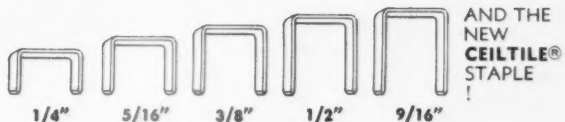


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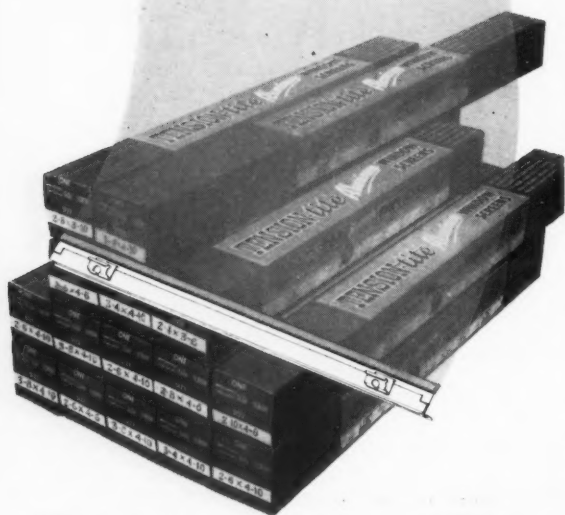
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**'BETTER WAY'**

*Shared by Dealers*

**"Merriest Christmas Ever"**

"The Home of the House Doctor," Rackers and Baclesse, building supply dealers in Jefferson City, Missouri, make employees and customers alike happy each December with a big "Christmas greeting" ad in the local newspaper.

Last year, the half-page ad read "Merriest Christmas ever — from all of us/to our many friends and customers." Between the "us" and "to" was a group photograph of the 15 members of the Rackers and Baclesse staff.

Below side cuts of a Christmasy door and church spire was printed this message: "With our Christmas greetings, we're sending you good wishes for good friends, good times, good health, and all good cheer."

The company address and slogan, of course, were boldly printed beneath the firm name.

**Display Rack Speeds Board Sales**

Installed four years ago by the Navasota Building Material Company in Navasota, Texas, this home-made display rack has substantially boosted the sale of hardboard and plywood panels in small sizes to home-owners and the handyman trade. Paul Ginglewood said the display unit had particularly influenced the purchase of such panels by women.



The rack is 4' high and 4' wide. Its base is slightly over 12" wide. It is constructed of 1"x12" lumber with scallops 4" wide to provide proper setback for each of three storage pockets on each side of the pyramided rack.

As seen, the outer pocket holds hardboard 2'x4'. The second pocket holds 3'x4' panels. The top pocket stores 4'x4' panels. The opposite or back side of the rack holds similar sizes of plywood.

Ginglewood explained that the rack "not only speeds up the sale of these two board products to those who come in specifically for them, but it sug-



gests these items to customers who come into our store for something else. When they see the materials, it reminds them of some need for hardboard or plywood — and another sale often results."



### Complete Glass Storage Rack

The Home Lumber and Supply Company in Emporia, Kansas, keeps its stock of window glass safely and handily in the rack shown here. Grant Travis, recently retired yard manager, reported that in it "we find we can store more glass with a minimum of effort to find the size we want."

The upper section holds the single-strength stock while double-strength sheets are stored in the bottom section. Numbers along the center rails indicate the depth or distance back in inches which the glass measures.

Several glass sizes can be stored in each bin. To find a desired sheet, of SS or DS, a rule is put up to the front of the section of one dimension wanted, and the sheet of the desired second dimension is measured and taken from that bin.

### Christmas "Family Night" Party

West Virginia dealers and their wives in the Wheeling area join their contemporaries across the Ohio river early in expressing Christmas conviviality each December by enjoying a family night party at the Belmont Hills Country Club near St. Clairsville.

Officially sponsored by District 15 of the Ohio Assn. of Retail Lumber Dealers, this party attracts more than 125 persons. Ingredients of the happy party include dinner, a humorous after-dinner speech, dancing, corsages for the ladies, door prizes, and other entertainment and refreshments.

According to R. L. Kinney, treasurer of the Scott Lumber Company, which operates yards in Weirton, Wollansbee, Warwood, and Elm Grove, W. Va., as well as five others in Ohio, this party has become "a looked-forward-to evening of fellowship and fun."

Bulletins announcing the party are sent to all dealers in the area — members and non-members. Members are asked to contribute \$10 each to help underwrite the party expense. Then, dinner tickets are sold for \$2.50 each. Many dealers invite selected employees and contractor customers.

# SOUTHERN *Metal*

## FULL JAMB WEATHERSTRIP and BALANCE

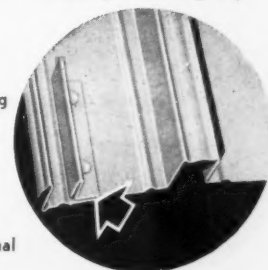
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Here is full jamb coverage mitered on 14° sill pitch. A flexible base gives continuous air seal, self-adjusting to conform to sash contraction and expansion. Cushion flanges provide tension adjustment.

Send for Catalog 57J

1. **SELF-ADJUSTING SPRING COVER**  
Sash Cannot Bind or Stick
2. **BEADED COVER**  
Smooth operation in open grained sash—No snagging
3. **NOISELESS**  
Springs flocked for sound proofing—silent, easy window operation
4. **VARIABLE TENSION ROD**  
**BALANCED SASH**—Normal installation requires no additional adjustment
5. **FLOATING SASH HANGER**  
No Additional Nailing



**BUILT-IN-STOP**  
No Nailing

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# SUPPLY and DEMAND

## Economists See Modest Business Rise in '58

Next year will be a year of cross currents, with continued inflation pushing the major dollar indicators of activity to new highs, 202 American business and university economists predicted in the 11th annual opinion survey conducted by the F. W. Dodge Corp.

An analysis of the survey shows the 202 participating economists collectively indicate widespread concern over the outlook for next year. However, they expect private housing construction to perk up slightly in '58 as construction generally maintains its high 1957 pace.

The composite opinion of the prognosticators polled last month revolved around these four main points:

1. Total dollar output in 1958, as measured by gross national product, would rise slightly.

2. Hourly wage rates would continue to go up in all major categories.

3. The cost of living would continue to rise in 1958—and wholesale prices would also go up, but not quite as rapidly.

4. Real output (as measured by the Federal Reserve Board index of industrial production) will dip in the first half of 1958, and then rise slightly during the last six months.

On the average, the economists look for no change in the dollar volume of new construction put in place in 1958. In the first half of 1957 the value of new construction was running at an annual rate of about \$47 billion, and the median forecast of the economists is that this rate will continue in the second half of 1957 and in both halves of 1958. About 10% thought the figure would be \$49.5 or higher, and about the same number picked \$43.5 or lower. However, 55% of the replies were in the range of \$46 to \$48 billion.

The economists are a little more optimistic about the number of privately financed non-farm housing starts. The seasonally-adjusted annual rate in the first half of 1957 averaged 957,000. The median forecast of the economists is for a second half figure of 975,000,

although the most popular figure, chosen by 51 economists, is 1,000,000.

The median and mode are both 1,000,000 starts for the first half of 1958. For the second half, the median was also 1,000,000, but 1,100,000 was selected by about the same number of economists.

## House Expenditures 2nd in Family Budgets

The average American family is gaining new pride in home ownership and home upkeep, a new survey made by *Life* magazine reveals.

It shows that in the budget of the 62% of the nation's population in the \$3,000 to \$10,000 annual income bracket, the second largest expenditure — 19% or \$763 — was for home improvements and operation. The *Life* survey revealed the average household in 1956 spent \$4,110 on consumer goods and services.

The largest expenditure — 29% or \$1,203 — was for food, clothing, and tobacco. Ranking third was the family car, with 14% or \$591 of expenditures going toward its purchase and upkeep.

The preliminary estimate by the U. S. Bureau of Labor Statistics shows 90,000 new non-farm housing starts in September, compared with 94,000 in the ninth month of 1956. The seasonally-adjusted annual rate for September figures 990,000 units.

American homes topped the 50-million mark in September, the U. S. Bureau of Census reported. That's twice as many homes as the U. S. had in 1920.

The Veterans Administration reported it had guaranteed the 5,000,000th GI home loan during September.

## Wholesale and Retail Sales Trail '56 Mark

The U. S. Department of Commerce retail trade report for August shows sales by lumber and building material dealers up 4% from July. But the eight-month comparison showed such sales

down 7% from last year. All retail sales in the nation were up 6% from last year.

Sales by lumber and millwork wholesalers were off 16% for the eight-month period. August sales were 22% under a year before. Sales by all merchant wholesalers in the nation were up 2% for the eight months, but down 2% for the month of August.

The wholesaler price index for lumber and wood products stood at 117.8 in September — 4.7% below a year before, and down 0.7% from August.

## New Estimating Kit Offered by NRLDA

A new estimating kit enables a lumber dealer to quote a complete price on a house or major modernization job. It has been offered to members of its federated associations by the National Retail Lumber Dealers Assn. for \$35.

The "NRLDA Complete Estimating Kit" includes an instruction guide which makes it "an easily understood self-teaching course in estimating for dealers' employees."

In addition to the instruction guide, the kit contains five chapters of NRLDA's *Dealer Operating Guide* on estimating, a new 8-page pamphlet entitled "Supplement to Unit Cost Estimating," three sheets of house plans used to illustrate the estimating principles, a pad of Materials Take-off Forms for use in studying the course, and a supply of Complete Job Estimate Forms used in preparing estimates for customers.

The supplement provides additional data needed to estimate the complete cost of a job, including labor, overhead, dealer's profit, and every other item of cost.

The instruction guide contains a detailed explanation of how the kit is used, together with questions and answers "that will enable anyone — whether experienced or a beginner — to understand and start using the plan promptly." The guide is said to spell out each and every step in ABC language with the result that no meetings or personal instruction are needed.



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**When You Buy**  
**BRADLEY BRAND LUMBER**  
*You can be Sure it's . . . .*

SPIB No.2 (375) SPA



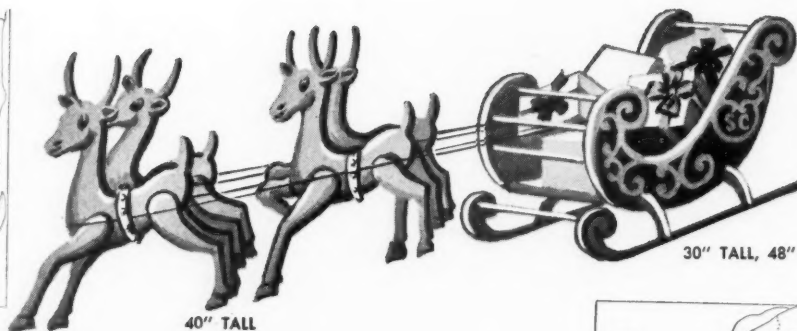
- Correctly Grade-Marked To Meet SPIB Specifications
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May we quote you on our mixed cars? . . . They keep Your Inventory Up . . . Your Overhead Down.

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HOME OFFICE . . . WARREN, ARKANSAS



30" TALL, 48" LONG

40" TALL

# Here's how alert dealers are building OCTOBER, NOVEMBER, DECEMBER SALES *into all-time highs*



40" TALL



48" HIGH

In the past three Christmas seasons, builders and dealers have found a new way to boost their year-end sales — with Easi-Bild\* Patterns and Homasote. This year, dealers are reporting even better sales than before.

This proved campaign is catching on fast, because it offers you prospects in every part of the market. To the real do-it-yourselfer, you sell an Easi-Bild Pattern — plus a full bill of materials and paints. To the average shopper, you sell a cut-out Homasote figure, paints, and a painting pattern.

The full-size pattern is simply traced onto  $\frac{5}{8}$ " weather-proof Homasote, cut out with a key-hole saw, and finished according to a completely specified painting scheme. With Easi-Bild Patterns, these life-like figures are fool-proof and fast to make — for you or your customers. This timely opportunity to multiply your sales is supported by extensive advertising to your best prospects.

## HOMASOTE

COMPANY • TRENTON 3, NEW JERSEY  
IN CANADA: TORONTO, ONT. — P. O. Box 35, Station K • MONTREAL, P. Q. — P. O. Box 20, Station N

Already under way, the Easi-Bild campaign is being seen every month by readers of POPULAR MECHANICS, POPULAR SCIENCE, THE HOME CRAFTSMAN, THE FAMILY HANDYMAN, and HOUSE & GARDEN.

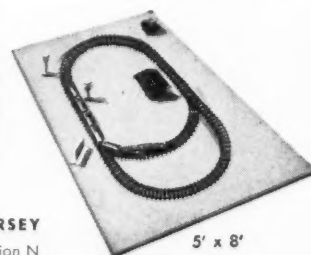
Every advertisement has a coupon; every inquiry in your territory is forwarded to you personally, and *your name* is sent to every inquirer in your territory. Every advertisement is your personal salesman.

Dealers who learned from the profits of the last three seasons are already enjoying heavy sales. Get on the bandwagon by writing us immediately for details. For a prompt response, please address Department L-25.

\*T.M. Reg. Easi-Bild Pattern Company



40" TALL



5' x 8'



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& ADams 7-6765  
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Attn.: Mr. P. N. Durant

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Attn.: Mr. D. O. Lyon, Jr.

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Attn.: Mr. E. C. Allen

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Blvd.  
PHONE: RIngling 7-0727  
Attn.: Mr. John Sadler

**Tallahassee**  
Ro-Mac Lbr. & Sup., Inc.  
631 W. Madison Street  
P. O. Box 528  
PHONE: 2-0110  
Attn.: Mr. Robert Robuck

**Tampa**  
Peninsula Steel Bldgs. Co.  
4811 N. Westshore Blvd.  
PHONE: 74-2381  
Attention:  
Mr. K. J. Wermeling

### GEORGIA

**Atlanta**  
Atlantic Steel Company  
Steel Building Division  
575 14th Street, N. W.  
P. O. Box 1714  
PHONE: TRinity 5-3441

**Augusta**  
Coffey Building Products  
Company  
1463 Broad Street  
PHONE: 2-5478  
Attn.: Wm. L. Coffey Jr.

**Brunswick**  
Glynn Iron & Steel Co.  
South End Shipyard  
P. O. Box 502  
PHONE: 2843  
Attn.: Mr. R. P. Matson

**Columbus**  
Steel Builders, Inc.  
Old Cusseta Road  
P. O. Box 5157  
PHONE: FAirfax 4-2452  
Attention: Mr. W. B. Joy

**Macon**  
Dixie Metal Company  
340 5th Street  
PHONE: 3-7437  
Attn.: Mr. Don Bradford

**Newnan**  
Newnan Steel Bldg. Co.  
110 East Washington St.  
PHONE: 1308  
Attn.: Mr. Roger Pate

**Savannah**  
Savannah Iron and  
Fence Corporation  
E. President Street Ext.  
P. O. Box 509  
PHONE: ADams 4-5188  
Attention:  
Mr. Robert B. Miller

**Statesboro**  
Thackston Steel Co.  
Northside Drive  
PHONE: POplar 4-3543  
Attention:  
Mr. DeWitte Thackston

**Valdosta**  
Valdosta Steel Bldgs., Inc.  
606 South Patterson St.  
PHONE: 2338  
Attn.: Mr. Fred Pindar

**Waycross**  
Business, Inc.  
610 Alice Street  
PHONE: 2070  
Attn.: Mr. Henry Smith

**MISSISSIPPI**

**Meridian**  
Magnolia Pipe & Steel Co.  
P. O. Box 746  
PHONE: 2-3166  
Attn.: Mr. B. Mitchell

**NORTH CAROLINA**

**Charlotte**  
Choate Buildings Co.  
P. O. Box 8012  
2400 Wilkinson Blvd.  
PHONE: FR 5-1294  
Attn.: Mr. W. C. Bearden

**Winston-Salem**  
True Wall Steel Co.  
738 East 28th Street  
P. O. Box 195  
PHONES: Park 3-2494  
Park 3-2495  
Attn.: Mr. C. T. Wall

**SOUTH CAROLINA**

**Columbia**  
Roebuck Buildings Co.  
1138 Bull Street  
PHONE: 2-7111  
Attn.: Mr. T. M. Burriss

**Roebuck**  
Roebuck Buildings Co.  
P. O. Box 128  
Highway 221  
PHONES: Spartanburg  
2-3155 & 3-7507  
Attn.: Mr. J. C. Anderson

**TENNESSEE**

**Chattanooga**  
Steel Buildings Company  
813 Magnolia Street  
PHONE: AMherst 7-8340  
Attn.: Mr. L. M. Nash

**Clarksville**  
Thomason and Reece  
College at Second Street  
P. O. Box 733  
PHONE: Midway 7-1113  
Attention: Mr. Jim Reece

**Cookeville**  
Better Homes Constr. Co.  
Cox Building  
PHONE: 693  
Attn.: Mr. F. Alexander

**Nashville**  
Jno. W. McDougall Co., Inc.  
41st and Indiana Aves.  
P. O. Box 538  
PHONE: BR 7-1530  
Attn.: Mr. J. W. McDougall

# DIXISTEEL BUILDINGS

## for business and industry

## IMMEDIATE ERECTION • AMAZINGLY LOW COST

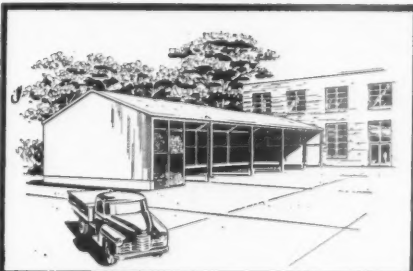
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

### TYPICAL OF THE WIDE VARIETY AVAILABLE



### RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



### MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



### MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

### FREE ESTIMATES—NO OBLIGATION

## STEEL BUILDING DIVISION

# Atlantic Steel Company

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*Tensulate spun mineral wool in batts.*

# these year-round sellers

**...fast-selling Tensulate mineral wool and perlite help build up those low profit months**



It pays to stock and sell Tensulate mineral wool insulation and Tensulate perlite. These quality building products move in every season—help progressive dealers grow on speedy sales and customer satisfaction.

The South's best tool for beating winter's chill and summer's heat—Tensulate spun mineral wool insulation. It is furnished as pouring wool; full-thick, semi-thick or nominal batts, fully paper enclosed or aluminum reflective.

Tensulate perlite—the lightweight aggregate for both concrete and plaster—is preferred by contractors throughout the South. And a special Tensulate perlite is their choice for a transit mixer aggregate offering high yield in "ready mix" operations.

Get set to pep up sales and profits by ordering Tensulate insulation and perlite, today. You can get mixed shipments of both products and fastest delivery in the South . . . from **TENNESSEE!**



*Tensulate spun mineral wool in granulated form.*



*Tensulate perlite for plaster or concrete is available for transit mixers, too.*



**TENNESSEE**  
**PRODUCTS & CHEMICAL**

*Corporation*  
NASHVILLE, TENNESSEE

A Division of the Chemical, Paint and Metallurgical Department  
of Merritt-Chapman and Scott Corporation

# TOP NEWS

**For Dealers, Wholesalers and Manufacturers**

## **Homemakers Desire Second Bathroom Most**

Given a chance to improve their present homes, the 100 women who last month attended the second housing congress held in Washington, D. C., almost unanimously would add a second bathroom.

The second most desired house improvement was a family room. Next in demand are more closets or storage space.

The meeting represented an effort on the part of McCall's and some building industry associations to repeat the Congress on Housing which was conducted by the Housing and Home Finance Agency last year. The "delegates" were selected, McCall's said, on the basis of income, occupation, education, location, and family size.

Members averaged 31.3 years old and their children averaged 5.3 years. 93% were home-owners, they owned 139 cars, and represented 93 different localities.

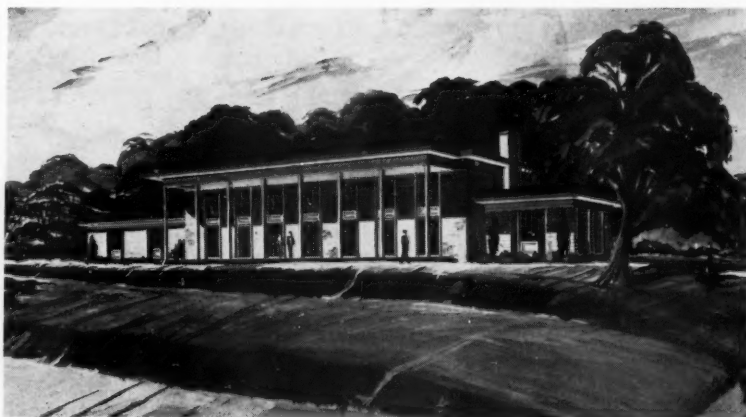
They spoke out emphatically for bigger, better equipped kitchens, against purposeless picture windows and narrow, horizontal bedroom windows. They indicated they prefer overhead and wall lighting in the bedrooms.

Most said they favor larger, more comfortable homes and smaller automobiles.

## **F. W. Dodge in Miami**

The F. W. Dodge Corp. recently opened its 17th district office in Miami, Fla., to meet the demands of the ever-expanding construction industry in southern Florida. Ralph M. Hairston, Dodge's Southern regional vice-president, appointed J. Dexter Bowers Jr., who began his construction news career with Dodge in 1948, as manager of the new district.

As a Dodge district headquarters, Miami, with its staff of 26 Florida residents, will gather and issue daily news of construction activity in its 12 counties and the rest of Florida.



## **TEXANS TO PAY FOR OWN ASSN. BUILDING**

THE MOVEMENT for the Lumbermen's Assn. of Texas to own its own headquarters home enters its second phase this month when members will be asked for voluntary contributions to pay for the \$125,000 two-story colonial structure. An architect's sketch of the building and site is seen above.

The site is a beautiful 2.5-acre tree-covered lot at 25th and Lamar in Austin, in a neighborhood of public parks, luxury homes, and university fraternity houses. The new building will house not only the association headquarters but also the Lumbermen's Investment Corp. and the LIC General Insurance Agency. Lumbermen's Underwriters are discussing moving to Austin from Houston.

The fund-raising campaign was announced by Gene Klein of Amarillo, association president; Harvy L. Richards of New Braunfels, general chairman of the building program; Bill Drake of Austin, chairman of the finance committee; and P. J. Goodnight of Dallas, chairman of the building materials donation committee.

This month, members of the LAT board of directors in all 16 association districts will ask every member for contributions, based on the volume of their business, toward financing the new structure.

Since we advocate home owner-

ship to our customers, our association should certainly own its own home, President Klein declared at the recent board meeting in Dallas. Said Klein:

"There is a need to consolidate the several association functions under one roof. At present the association headquarters is in one Austin office building, LIC and LIC general agency in another, and Lumbermen's Underwriters in Houston. Rent is being paid in three different places and it is getting increasingly difficult to correlate our efforts.

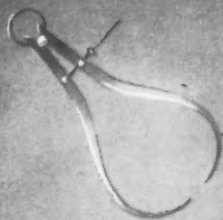
"Dealers coming in to transact business find it difficult to visit all departments. Parking is a vexing problem.

"A new building will contribute to our prestige with the public, as well as with the industry itself. It would be a place to honor our past-presidents and our prominent members. A suitable library can house our many educational and research programs.

"The cost would be nominal. With 1,200 members, the cost would be about \$100 average per member to do the whole job — and this paid over three taxable years."

When the Texas association completes its new building, it will be the first organization of lumber dealers in the South or Southwest to own its structure.





*perfect fit for fine floors...*

## **Long-Bell** **OAK** **FLOORING**



Goes down beautifully. Every strip of Long-Bell Oak Flooring is machined to fit other pieces like a glove. The tolerances are hair-line close. Edges and ends are machined to exact specifications.

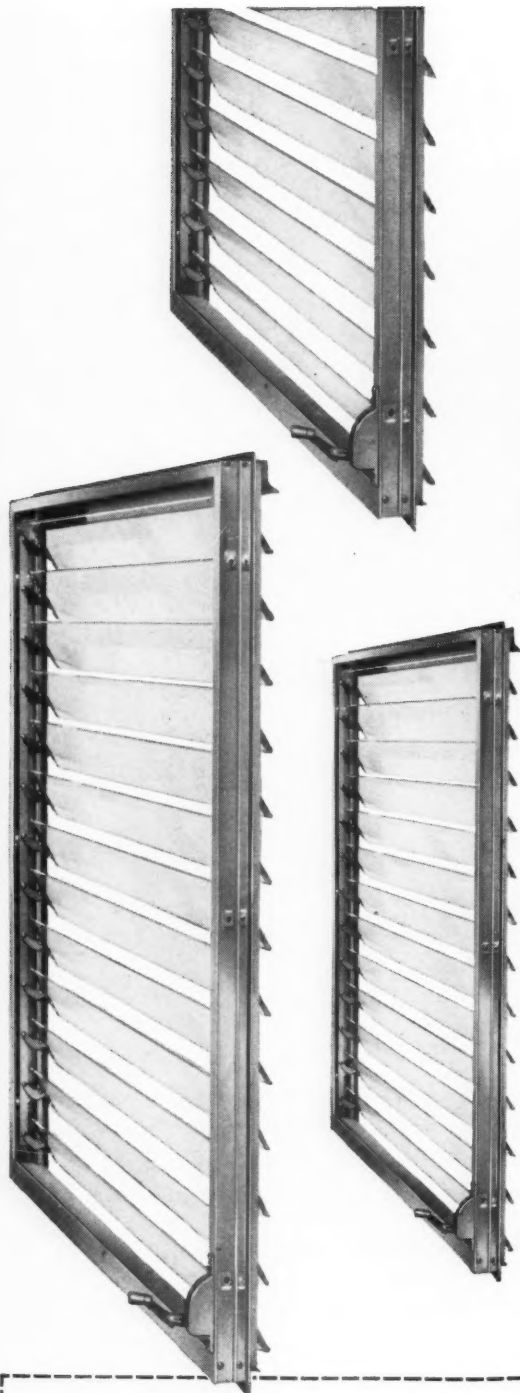
Carpenters can lay a really fine floor fast and easy. Homeowners like the looks of a Long-Bell oak floor better. And if you're a builder you find this oak flooring gives you still another selling feature, for it's obviously the best money can buy.

If you're a lumber dealer you discover that handling Long-Bell oak flooring opens up a high-volume, high-income business you may have been missing.

Why not look into it? Now, for instance. It's fast work for fine floors. Fast work for fine business, too.

INTERNATIONAL PAPER COMPANY  
**Long-Bell**

DIVISION  
Kansas City, Mo. Longview, Wash.



# uniform quality every time in aluminum jalousies

**built and backed  
by TRUSCON**

Truscon® Aluminum Jalousie Windows are designed right, built right . . . to sell right . . . and to stay sold. Only a window manufacturer of Truscon's scope and experience can give you such consistent high quality—quality that never varies, order after order.

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Yes, I'd like to learn more about a really good aluminum jalousie. Send me facts.

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**TRUSCON STEEL DIVISION**  
**REPUBLIC STEEL**

Youngstown 1, Ohio



**A NAME YOU CAN BUILD ON**



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...lets you prove for  
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insulating board is stronger

Plastergon Lockaire and Budgetaire Insulating boards are made with the toughest fiber of them all—licorice root. Prove it for yourself by breaking a piece over the edge of your desk or counter—then compare with other boards of equal thickness.

Here is extra strength and rigidity—with no loss of valuable insulating properties. Competitively priced—Complete stocks, one source. Send for samples to make the "Break Test."

Just 4 of Plastergon's Complete Line of Wallboards and Insulating Boards.

**LOCKAIRE**— $\frac{1}{2}$ " and  $\frac{25}{32}$ " Asphaltic board. 48" wide . . . 6 to 12 ft. long . . . also v-joint panels 2' x 8'.  $\frac{25}{32}$ " building board.

**LOCKAIRE PAINTCOTE**— $\frac{1}{2}$ " insulating board. Factory painted one side 48" wide . . . 6 to 12 ft.

**BUDGETAIRE PAINTCOTE**— $\frac{5}{16}$ " insulating board. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

**LOCKAIRE CEILING TILE** . . . factory painted one side, 12" x 12", 16" x 16", 16" x 32", 25 tile per bundle.

Get with the Wallboard Line that has what  
ALL your customers want!

## PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY  
P.O. BOX 40, STATION B, BUFFALO 7, N. Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370



## Ceramic Tile Made in Mississippi Plant

This month the state of Mississippi is the site of two "building material firsts." In Cleveland, Miss., a new corporation, Misceramic Tile, has begun producing both wall and floor ceramic tile. It is the first manufacturer in Mississippi to make both kinds.

Misceramic Tile is also the first ceramic tile manufacturer to direct its distribution initially to the building supply dealer and consumer, rather than to the tile contractor and builder.

Misceramic tile is being produced in a new \$1,200,000 plant in Cleveland. According to General Manager E. Kossman, "our 60,000-square-foot plant incorporates as much automation as has been developed and is considered practical for ceramic tile manufacture. It will produce 20,000 square feet of tile per day, and will employ approximately 150 people."

Sales brochures and samples, directed to modern consumer tastes, soon will be available for tile distributors and building material dealers.

Production manager of the Mississippi plant is R. E. Hormberg. He is a graduate ceramic engineer and a member of the American Ceramic Society. He has spent 20 years with a major tile manufacturing company, for which he served as superintendent in charge of 400 employees. W. Carey Hansard, professor of ceramic engineering at the Georgia Institute of Technology, is consulting ceramic engineer for Misceramic.

Donald Earl Wade of Cleveland is advertising and sales director.

## Thorn Firm to Become Fenestra Aluminum Div.

An agreement merging the 80-year-old J. S. Thorn Co., Philadelphia manufacturer of aluminum products, with Fenestra Incorporated, Detroit, has been approved by the boards of directors of both concerns.

Announcement of the agreement was made jointly by H. D. Palmer, Fenestra president, and Albert L. Doering, president and principal stockholder of the Thorn Co. The Thorn organization will be retained and will operate as the Aluminum Division of Fenestra.

Through this merger Fenestra,

a major producer of industrial and residential steel windows, building panels, metal doors, roof decks, and automotive products, will have complete facilities for the manufacture of aluminum building products.

## Machine Packages Bricks Automatically

The world's first automatic brick packaging machine, the "SCR package line," is being pilot-plant tested at the Des Moines Clay Co. in Des Moines, Iowa, according to Robert B. Taylor, director of the Structural Clay Products Research Foundation.

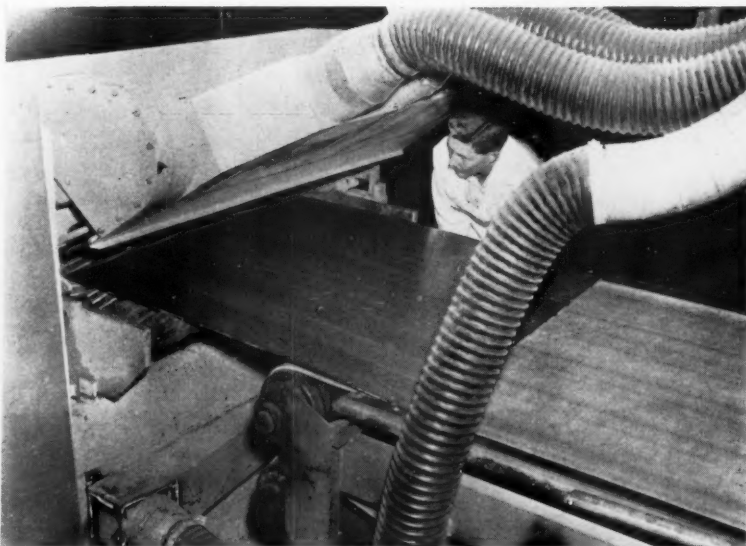
The result of three years of research at a cost of over \$100,000, the machine is designed to automatically package 10,000 standard

bricks per hour, ready for shipment. With standard sized bricks, each package contains 62 bricks made up of three individually strapped bundles of 20 bricks each plus two spacer bricks.

When containing bricks, the package is called the "SCR brick-pak." When composed of structural tile, it is called the "SCR tile-pak." The machine is also capable of packaging most of the industry's other brick and tile products.

Adaptable for both light and heavy construction, these packages can be moved singularly by hand trucks on smaller jobs and several at a time with mechanical fork-lifting equipment on larger ones. Preliminary tests with these packages have indicated savings of 15 per cent or more in on-the-job labor through the reduction of handling costs under conventional methods, Taylor explained.

## NEW PLANT AUTOMATICALLY 'FINISHES' PLYWOOD



A NEW PLANT for pre-finishing hardwood plywood panels was formally opened in Orangeburg, S. C., last month by the United States Plywood Corp. A model of automation, the new USP plant is geared to turn out 50,000 square feet of pre-finished plywood a day untouched by human hands. This is more than triple previous output.

In the above picture are seen the giant pneumatic ducts carrying off surface dust in the final rubbing operation. Custom-designed machinery delicately rubs lacquer topcoat on surface of panel

to give uniform texture prior to final buffing.

All finishing materials are applied by rollcoaters instead of by spraying. This type of coating is extensively used in metals finishing, but U. S. Plywood is the first to introduce it to the plywood industry.

Guided by an electric brain, whose 32 cells control each step of the long production line, the system turns out four of the panels every minute.

Each plywood panel is finished to the perfection of the best efforts of expert craftsmen.



**IT'S  
BRAND NEW**



**a**

**BRIGHT NEW NAME**  
**on the horizon**

# Reynolds Aluminum Supply Company

## Offers you five advantages in service and supply

1. A closer association with Reynolds Metals Company for immediate service and supply of aluminum mill and building products.
2. Nine major warehouses completely stocked with all types of building materials and metals to fill your needs.
3. Eighty service representatives on the road to assist you in your selection of the finest brand names in the business.
4. A one-order source of supply that will give you immediate order handling on everything from aluminum to stainless steel.
5. Forty-three years experience in servicing all the requirements of Southern industry with the finest materials available.



**REYNOLDS  
ALUMINUM  
SUPPLY CO.**

*Formerly Southern States*



*Iron Roofing Company*



**Corrulux®**



**FOLLANSBEE**



**CELOTEX**



**Berry**  
STEEL DOORS



**LESLIE  
LOUVERS**



**REYNOLDS ALUMINUM SUPPLY COMPANY OFFERS YOU  
PRODUCTS WITH THESE RELIABLE BRAND NAMES**

# Our Name

**SOUTHERN STATES IRON ROOFING COMPANY**

changes now to

# **REYNOLDS ALUMINUM SUPPLY COMPANY**



After forty-three years of serving the building materials and industrial fields under the name of Southern States Iron Roofing Company (SSIRCO) the name of our company changes to more closely identify us with our parent company, the Reynolds Metals Company. Originally founded as a steel roofing fabricator in Savannah, Georgia in 1914, the company has become the largest combined industrial metals and building materials distributor organization in the South. Nine warehouses now serve the major markets throughout the Southeast. Appropriately the name is being changed to more closely associate the company with its present operation.

Reynolds Aluminum Supply Company will continue to serve Southern industry with quality Reynolds aluminum mill and building products, as well as building and maintenance materials manufactured by other outstanding names in the industry. For assistance in the selection of the finest materials for building and industrial uses, contact Reynolds Aluminum Supply Company — located wherever you are in the South.

# Remember

## REYNOLDS ALUMINUM SUPPLY COMPANY

when you need these industrial and building materials items

### ALUMINUM ROOFING AND SIDING (Reynolds)

5-V Crimp Roofing, 26" wide  
1 1/4" Corrugated, 26" and 51"  
wide  
2 1/2" Corrugated, 26" and 51"  
wide  
.024 Intermediate Corrugated,  
43" wide  
.032" Industrial Corrugated,  
35" and 48" wide  
.032, 4" and 8" Ribbed  
Embossed  
Metal Roof Fasteners  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing  
Copings

### GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing  
Lock Tight Roofing  
1 1/4" Corrugated  
2 1/2" Corrugated  
Heavy Gauge Industrial  
Roofing  
Roll Roofing  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing  
Seamless Terne Roofing  
Closure Strip

### SHEET METAL

Aluminum • Brass • Copper  
Stainless  
Galvanized Steel • Paint Grip  
Cold Rolled Steel • Hot  
Rolled Steel  
Solder • Expanded Metal  
Sheet Metal Screws  
Machine Screws  
Termite Shields

### TRANSLUCENT GLASS FIBER PANELS (Corrulux)

Corrugated • 5-V Style  
Window Pane • Step Lap  
Skylight Dome • Mastic  
Closure Strips

### ASBESTOS PRODUCTS

Siding and Roofing Shingles  
Industrial Roofing  
Aluminum Trim

### ALUMINUM MILL PRODUCTS

Flat Sheet  
Coil Sheet  
Architectural Extruded  
Shapes  
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Tooling Plate  
Tread Plate • Trailer  
Flooring  
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Aluminum Mouldings and  
Threshold Plates  
Truck and Trailer Sections

### ASPHALT PRODUCTS (Fry)

Shingles • Roll Roofing  
Brick and Stone Sidings  
Felts • Built-up Roofing  
Roof Coatings and Cements  
Mopping Asphalt

### NAILS

#### (Aluminum and Steel)

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Casing • Finishing  
Plasterboard  
Shingle • Roofing  
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Roofing w/washers  
Asbestos Shingle  
Cedar Shake  
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### GUTTER, DOWNPIPE AND ACCESSORIES

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### LOUVERS AND VENTILATORS

Aluminum Louvers, Station-  
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Ventilators  
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Stains

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Douglas Fir • Birch  
Lauan • Knotty Pine  
Prefinished Hardwoods

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Gustin-Bacon Snap-on Pipe  
Glass Fiber Industrial  
Glass Fiber Residential  
Reynolds Reflective  
Staple Guns and Staples  
Roof Insulation  
Rock Wool • Cotton  
Mastic, Cements and Tapes  
Building Board • Sheathing  
Plank and Tile

### HARDBOARD PRODUCTS (Masonite)

Presdwood  
Tempered Presdwood  
Tempered Tile  
Duolux • Tempered Duolux  
Panelwood • Siding

### PLASTIC COATED PANELING (Wallace)

Parallel-Line • Tile Pattern  
Smooth Surface  
Streamline  
Metal Trims  
Presdwood Mouldings  
Adhesive

### ALUMINUM GATES

Industrial • Farm  
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### WINDOWS—DOORS— SCREENS

Garage Doors — Steel (Berry)  
Screen Doors — Aluminum  
Residential Doors — Wood  
Burns Aluminum Tension  
Screens  
Conwire Frame Screens  
Reynolds Aluminum  
Windows, Double Hung  
Casement • Awning  
Slide

### AWNING SUPPLIES

#### ALUMINUM

Pre-enameled Step Down  
Sheet Solid — Ventilated  
Channels • Fasteners  
Tubing • Fringe • Tools

#### STAINLESS STEEL

Sheet • Plate • Coil • Strip  
Pipe • Tubing • Fasteners  
Bar • Angles  
Fittings • Wire

#### POLYETHYLENE

THICKNESSES	WIDTHS
.002"	Up to 8'4"
.004"	Up to 20'
.006"	Up to 20'

REYNOLDS  
ALUMINUM  
SUPPLY CO.



## REYNOLDS ALUMINUM SUPPLY COMPANY

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Harrison St. at Seventh Ave.  
Phone Alpine 5-1152

MEMPHIS, TENNESSEE  
703 North Royal Ave.  
Phone Jackson 5-4717

MIAMI, FLORIDA  
3640 N.W. 52nd St.  
Phone Newton 5-0647

LOUISVILLE, KENTUCKY  
1239 South Tenth St.  
Phone Melrose 4-9441

SAVANNAH, GEORGIA  
309 Stiles Avenue  
Phone Adams 6-2461

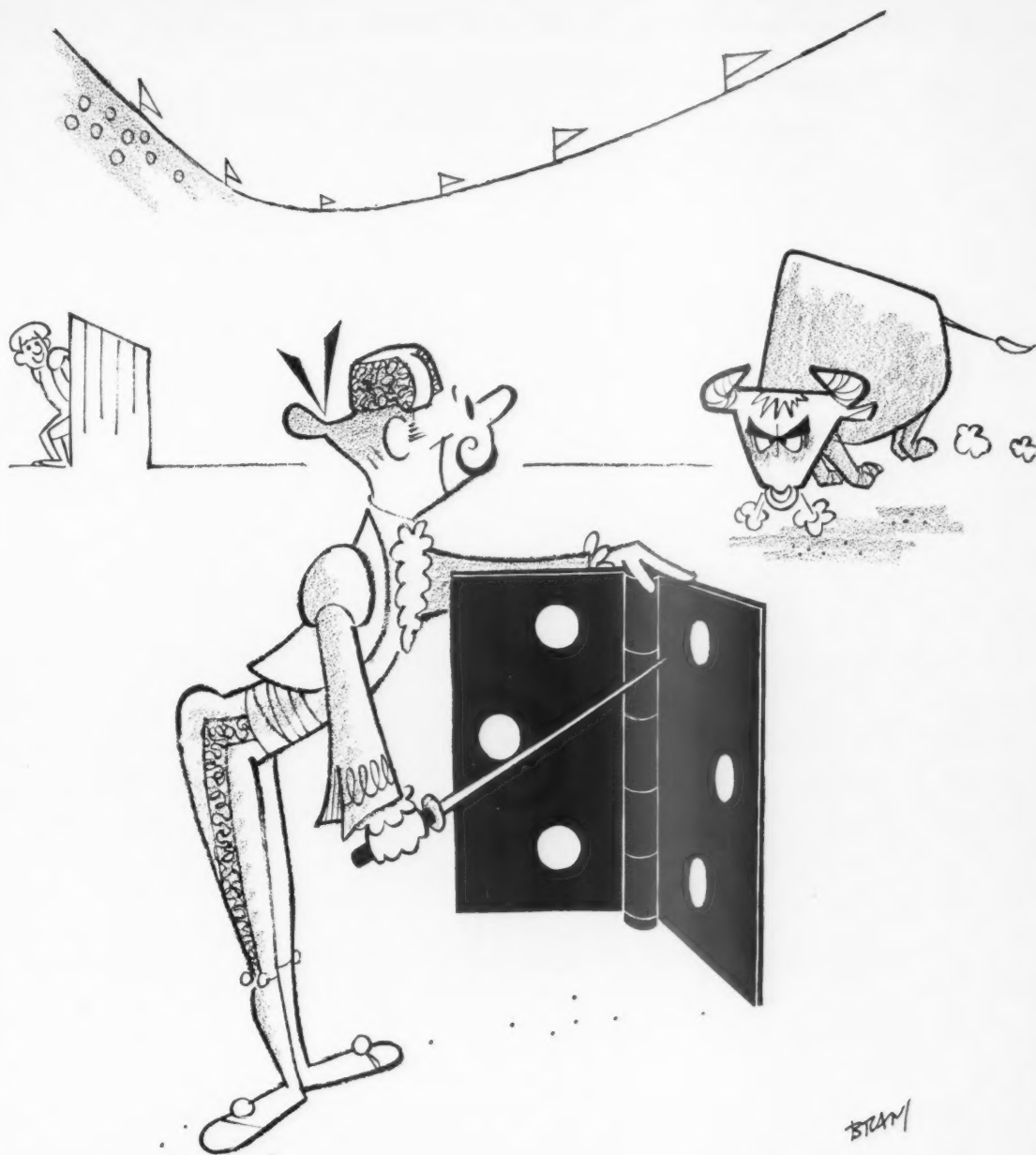
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1431 Courtland Drive  
Phone Temple 4-6221

BIRMINGHAM, ALABAMA  
2830 Fifth Ave., North  
Phone Fairfax 2-5461

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Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



\* ®

## Reynolds Aluminum Supply Co. Is New Name for Old Southern States Chain



EFFECTIVE November 1, the name of the Southern States Iron Roofing Co., a Reynolds Metals Co. subsidiary with headquarters in Atlanta, Ga., was changed to the Reynolds Aluminum Supply Co.

Paul H. Fox, president of the firm, who is seen above holding the new name and trade-mark on the door of Atlanta headquarters, explained that "the change was made to portray more accurately his company's present-day operations as a distributor of aluminum products. Expansion of our activities beyond the purpose for which Southern States was formed in 1914 made it necessary to raise the name of Reynolds Aluminum Supply Co. on the horizon of Southern industry."

The Southern States firm was established in Savannah, Ga., as a steel roofing fabricator and until 1948 sold mostly by direct mail to farmers and industrialists. In 1948 the company switched its selling to distribution of building materials through building supply dealers and allied retail outlets. A major interest in SSIRCO was purchased in 1950 by the Reynolds Metals Co.

With warehouse facilities in Atlanta and Savannah, Ga., Memphis and Nashville, Tenn., Louisville, Ky., Richmond, Va., Raleigh, N. C., Miami, Fla., and Birmingham, Ala., and manufacturing plants in Atlanta and Birmingham, the Reynolds Aluminum Supply Co. is now the largest distributing company of its kind in the South. Steel containers are made in the Birmingham plant. Aluminum awning supplies are fabricated in the Atlanta plant.

"Industrialization of the South has been followed by development of local sources of supply,"

Fox said. "The light metals field has expanded vigorously to meet the needs of customers in this region. Southern States has become one the South's leading suppliers of aluminum for industrial applications and the building material field, in addition to a diversified line of other metal products and materials for construction purposes."

"We will continue to merchandise quality building and maintenance materials, manufactured and produced by the most respected names in industry, as the Reynolds Aluminum Supply Co. becomes a bright new name on the horizon of Southern industry."

Aluminum products handled by the company include roofing, windows, farm gates, gutter and downspout, fasteners, and mill products. Steel materials sold include roofing, fasteners, flat sheets, gutters and downspouts. Other materials handled include asbestos, asphalt, fir plywood, hardboard, insulation, insulation board, louvers and ventilators, wood sash, plastic coated paneling, cedar shingles, translucent fiber-glass panels, furnace fittings, and copper sheets and flashing.

### Atlanta's Campbell Coal Co. Liquidates

After distributing fuel and building materials in the Southeast for 73 years, the Campbell Coal Co. in Atlanta, Ga., on November 1 ceased business. It is being liquidated and the corporation dissolved. Founded by the late R. O. Campbell and D. C. Campbell, the firm had been headed since the war by Luther H. Jackson as president.

Other officers during the post-war expansion and activity of the Campbell Coal Co. included Howard Peavy, executive vice-president; Gordon Heath, vice-president; Luther S. Tatum, vice-president and secretary, and J. O. McLaughlin, treasurer.

A new firm has been set up at 236 Marietta Street, N. W., in Atlanta to continue the manufacture and sale of ready-mixed concrete, concrete block, and clay brick. Called Campbell Materials, it has acquired all concrete plants and the block plant formerly operated by the Campbell Coal Co., and the brick plant of the Atlanta Brick and Tile Co., as well as the delivery and service facilities connected with them.

Howard Peavy heads Campbell Materials. Sales directors include Ed F. Goodson Jr., concrete; B. M. Barrett, concrete block; and J. R. Williams, brick. Fred L. Walker is in charge of brick manufacturing. J. L. Priest is in charge of accounting. These former officials and many other of the 500 Campbell Coal Co. employees will continue to supply concrete and masonry products throughout metropolitan Atlanta.

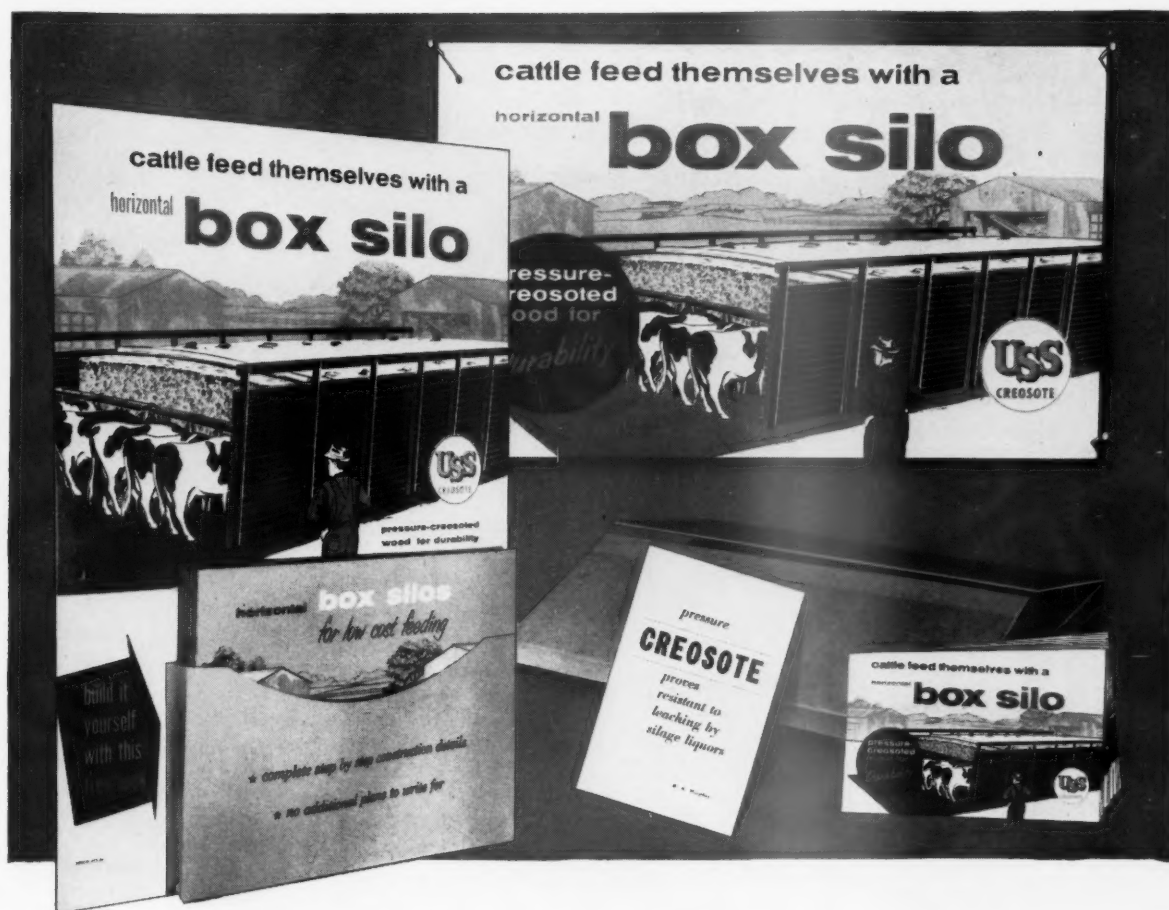
### Sales Up, Profits Down for Floridians

Although net sales and mark-up were slightly higher for Florida lumber dealers last year, the 1956 survey of the cost of doing business shows that operating profit dropped to 4% from the 1955 4.8% mark. Fifty-four dealers participated in the survey conducted by the University of Florida for the Florida Lumber and Millwork Assn.

For the participating dealers, net sales in 1956 averaged \$815,067; gross profit, 22.1%; operating expense, 15.4%; management salaries, 2.7%. For '55, net sales averaged \$807,133; gross profit, 21.1%; operating expense, 13.5%; management salaries, 2.8%.

Operating expenses in 1956 included: yard and warehouse, 3.5%; delivery, 3.7%; selling, 3.5%; administrative and office, 7.4%.

Comparison of returns from 48 Florida dealers who furnished data in both the 1955 and 1956 surveys showed that average sales increased 6.2%; inventory was up 8.4%, and accounts-receivable had risen 21.1%.



## Display this kit and sell more pressure-creosoted posts and lumber

There's a boom in box silos built with pressure-creosoted posts and lumber. And you can get in on this boom by getting this free kit. It contains posters, postcards for mailing in your area, a large display piece, and booklets for handing out to farmers.

**BOOKLETS SELL BOX SILOS**—These booklets show farmers how they can build horizontal box silos themselves and cut their labor costs practically in half. They tell farmers what size silo they need . . . give them step-by-step construction details . . . explain how to fill and pack the silo.

**FEATURES THAT SELL BOX SILOS**—You can point out to farmers how a box silo can carry cattle through the dry spells of summer with feed from the extra growth during the spring. And tell them how feed can be held over from good years to dry years. Then, too, emphasize the fact that cattle can feed themselves, thereby saving the farmer time and work.

—Free Promotion Material!—



Agricultural Extension  
United States Steel Corporation  
525 William Penn Place  
Pittsburgh 30, Pennsylvania

I am interested in promoting pressure-creosoted posts and lumber by publicizing the use of box silos. Please send me a free promotion kit.

Name .....

Address .....

City ..... State .....

UNITED STATES STEEL



Masonite Panelgroove®

Masonite Duolux®

Masonite Peg-Board® panels

*Make painting easier... bring sales faster!*

# MASONITE

## PRIMECOTE PANELS

It's worth more to your customers... and it's profitable for you... when you don't have to prime or seal Masonite panels.

Seldom can on-the-job priming duplicate the smooth, even surface offered by Masonite® Primecote® products. Sealed on at the factory, this strong, dense first coat comes in a neutral gray tone that takes any color of paint or enamel beautifully. And the backs of all screen-backed Primecote products are micro-sealed for even greater stability.

For even greater panel sales, ask your Masonite representative about Masonite Primecote products, or write Masonite Corporation, Dept. SBS-11, Box 777, Chicago 90, Illinois.



©Masonite Corporation—manufacturer of quality panel products.



Masonite Panelwood®

PHILADELPHIA  
NOVEMBER 4-7  
1957



NRLDA  
BUILDING  
PRODUCTS  
EXPOSITION







HOME BUILDERS



HOME REMODELERS



TRAILER MANUFACTURERS



BOAT BUILDERS



INTERIOR DECORATORS



CABINET MAKERS

... they're ALL prospective customers for space-saving

# SLIDE-A-FOLD DOORS

and dependable

## HAR·VEY HARDWARE

for quick, low cost installation

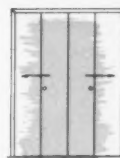


Here is a typical installation of Slide-A-Fold Doors in a 40 ft. mobile home. They save valuable space and add beauty to this trailer interior... just as they do in every other kind of installation.

Don't think for a minute that builders and allied businesses are your *only* customers for Slide-A-Fold Doors. A wide variety of manufacturers also have a need for the space-saving convenience, beauty and sales appeal Slide-A-Fold Doors will give their products. Be sure to contact such prospects in your area. And for installation of Slide-A-Fold Doors be sure to recommend HAR·VEY Slide-A-Fold Door Hardware. Nothing matches it for quick, low cost installation and dependable operation. The average installation with HAR·VEY Hardware takes one man only 20 minutes... lasts a lifetime.



TYPE SF1 DOOR



TYPE SF2 DOOR

Har·Vey Slide-A-Fold Door Hardware is available in complete packaged sets including hardware and 2 tracks. For type SF1 doors, sets list at \$3.98, \$4.48, \$4.98 and \$5.48 for openings of 1½, 2, 2½ and 3 ft. For type SF2 doors, \$6.59, \$7.59, \$8.59 and \$9.59 for openings of 3, 4, 5 and 6 ft.

## AMERICAN SCREEN PRODUCTS COMPANY

HOME OFFICE: 61 EAST NORTH AVENUE, NORTHLAKE, ILLINOIS

Midwestern Division: 505 W. Harrison, Plymouth, Indiana  
Southwestern Division: 8416 Lofland Drive, Houston, Texas

Western Division: 217 North Temple City Blvd., El Monte, Calif.  
Eastern Division: 1001 Roosevelt Ave., Carteret, New Jersey



## MOVING UP in the industry

**Valspar Corp.** . . . This paint manufacturing firm has appointed JAMES O. WEDDLE as Eastern division sales manager. He held the same position with another paint manufacturer. His Valspar division includes Maryland, Virginia, Delaware, West Virginia, North Carolina, South Carolina, Florida, Georgia, Pennsylvania, New Jersey, and lower New York state.

**Pittsburgh Plate Glass Co.** . . . FELIX T. HUGHES has been elected vice-president of the merchandising division. With the Pittsburgh firm since 1934, he has served as manager of its distribution branches at Mobile, Ala., Atlanta, Ga., Nashville and Memphis, Tenn.

**U. S. Plywood Corp.** . . . Now marketing consultant for this materials manufacturing and distributing firm is GEORGE R. HOFFMAN, chairman of the board of the Biddle Purchasing Co., for which he formerly was executive vice-president. Hoffman will appraise markets and distribution methods and coordinate USP marketing operations, S. W. Antoville said.

**John W. Masury & Son, Inc.** . . . New sales manager of this firm that has made paints in Baltimore since 1835 is W. GRAHAM SCHWARTZ. He has been with Masury since 1939 and has recently served as Atlantic Coast division sales manager and as resident paint sales manager.

**Products Manufacturing Co.** . . . JAMES BENJAMIN has been appointed general manager of this division of Miami Ventilated Awnings in North Miami, Fla. This division manufactures interior wood shutters. Benjamin formerly was an official of the Lorimer Lumber Co. of N. Y., and later served as general manager of the Lewyt Corp.

**Stanley Building Specialties Co.** . . . FRANK E. MABRY has been appointed Atlanta branch manager for this subsidiary of the Stanley Works. Mabry joined Stanley as a salesman. He has had experience in building materials as a construction superintendent and salesman.

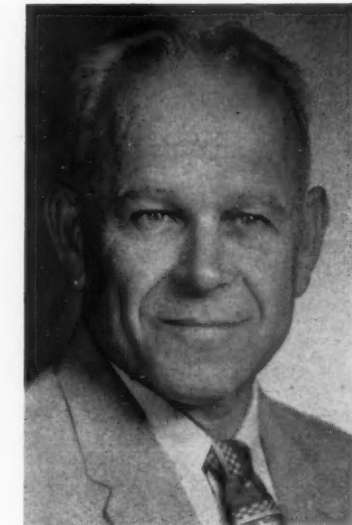
**Philip Carey Manufacturing Co.** . . . New Memphis, Tenn., district manager of this building materials manufacturer is CLIFFORD E.

MORGAN. With the Carey firm since 1950, he served as paint merchandising manager in 1955 and as Cincinnati assistant district manager for the past year.

**National Gypsum Co.** . . . New general commodity advertising manager of this materials producer is ROBERT L. ZALE. He formerly was Gold Bond's sales promotion manager. He previously had served as advertising creator for Toastmaster Products.

**Voluntary Home Mortgage Credit Program** . . . New executive secretary of this Federal agency's national committee is JOSEPH B. GRAVES JR. of Kansas City, Mo. Since he joined VHMCP in June '55, Graves has served as executive secretary of its regional offices in Nashville, Tenn., and Kansas City.

**F. C. Russell Co.** . . . F. C. RUSSELL, chairman of the board of this Cleveland, Ohio, manufacturer of windows, awnings, and home-comfort products, recently was appointed a member of the board of governors of the Building Research Institute, national technical society for the building industry.



GEORGE HULL is now sales manager for Pichard Brothers, Inc., building supply dealers in Tallahassee, Fla. For 10 years he had been salesman in south Georgia and north Florida for Addison-Rudesal, Inc., Atlanta building material wholesalers. Hull previously represented the Upson Co. and the U. S. Gypsum Co.



### LAMINATED WOOD MAKES VA. SITE DISTINCTIVE

Jamestown, Va., this year is celebrating the 350th anniversary of the first English settlement in North America. Running through November, the festival features many items from 17th-century America and England, including articles from Queen Elizabeth I and her court.

Starting point for visitors is the striking information center at one end of a grassy mall. The open airy design of the information center is emphasized by six Rilco laminated-wood arches, which span 60 feet with a center height of 43 feet. Laminated-wood mullions frame the windows. The parabolic arches are covered with 22,000 board feet of wood deck, which serves as roof and interior ceiling finish.

*For strong, lightweight sheathing...*

*suggest* **WHITE FIR**



*stays straight and flat while in storage and after placed in use*



**WHITE FIR**—fine 5 ways for sheathing. In addition to being strong and lightweight, White Fir has good insulating qualities and works and nails easily to make it an excellent lumber for sheathing. Any grade of No. 4 Common or better develops more than sufficient strength to meet all accepted strength standards for wall or roof sheathings.

White Fir furnishes you one of America's most versatile softwoods. Carefully dried, it is readily adaptable for siding, framing, industrial uses, roof decking, architectural woodwork, paneling and mouldings. Because of its light weight and soft texture, it is economical to handle and work on the job site. Order White Fir from Western Pine Mills in straight or mixed carloads.



Write for **FREE** illustrated book about White Fir to:  
**WESTERN PINE ASSOCIATION,**  
Dept. 705-K, Yeon Building,  
Portland 4, Oregon.



**Western Pine Association**

*member mills manufacture these woods to high standards of seasoning, grading and measurement*

**Idaho White Pine • Ponderosa Pine • Sugar Pine  
White Fir • Incense Cedar • Douglas Fir • Larch  
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow



*Stock  
and Sell*

# Republic BLUE

The plus advantages of BLUE RIDGE channel-steel roofing make it the Number One buy at standard prices. Sketch on facing page shows why.

Made in 29, 28, 26 and 24 gages of galvanized steel, BLUE RIDGE is far superior to other roofing materials—and at lower cost. What's more, it can be applied over purlins spaced up to 30 inches apart. BLUE RIDGE is fireproof and lightning-proof when properly grounded. It is also vermin- and rot-proof... makes excellent siding.

Perfect design features make Republic BLUE RIDGE leakproof at both side and end laps. Certified full weight ASTM A-361 galvanizing insures long life.

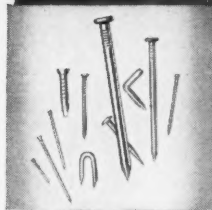


Write for free advertising  
and merchandising kit  
that will help you sell!

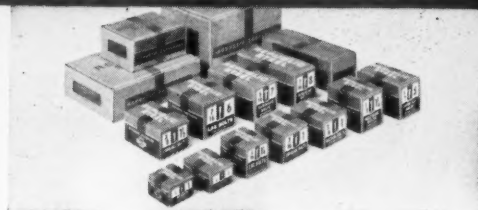


**CONTACT YOUR LOCAL DISTRIBUTOR NOW!**

**NOW — ALL THESE FARM**



A complete range  
of wire nails.



All types and sizes of high-  
quality nuts and bolts.

# REPUBLIC



*Manufactured in the South for*

**Southern Steel Plant—Gadsden, Alabama**



# RIDGE Steel Roofing

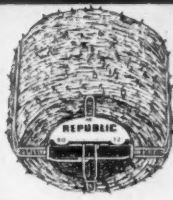
**The only Channel Type Roofing that can take 5 nails across for extra holding power in severe winds!**



**PRODUCTS FROM ONE SOURCE... REPUBLIC STEEL**



Flexible plastic pipe for wells, stock and poultry watering, and irrigation.



Galvanized barbed wire in five popular sizes.



Precision-wound automatic baler wire to fit all popular balers.



Woven wire fence in all widely used styles and sizes.

# STEEL

*Southern Farms*

**General Offices—Cleveland, Ohio**

**REPUBLIC STEEL CORPORATION**  
DEPT. C-4404A  
3226 EAST 45TH STREET • CLEVELAND 27, OHIO

Please send me Dealer Promotion Kit, including information on other Republic Farm Products.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# RANDOM LENGTHS

## Comment on Industry News and Trends

**THE ANSWER** to the building material dealer's need for a simple, flexible training program for employees is to be given by the National Retail Lumber Dealers Association in Philadelphia this month at its fourth annual building products exposition. It is a continuous, self-supporting program, designed for the dealer, built around the employee, and sponsored by NRLDA and material manufacturers.

Planned by training consultants and written by experienced business educators, 62 home study units will be available for the dealer's employees. They will include three units on indoctrination, nine on basic sales practices, 32 on product training, seven on advanced sales practices, six on technical services, and five on sales promotion and management.

The indoctrination units will cover "Understand Your Industry," "How to Be an Effective Producer in Your Company," and "You ARE the Company."

The subjects of units on basic sales practices will be: sales approach, demonstrations and presentations, literature and samples, closing the sale, packaged selling, payment and delivery, time-payment selling, telephone techniques, and sketching simple construction details for customer.

Topics treated under advanced sales practices will be finding and keeping customers, planning your sales time, sales presentations to home-owners and to contractors, turning complaints into sales, protecting your lien rights, and selling quality to beat price.

Technical services covered in this home-study training program will be blueprint reading, frame construction methods, estimating material and labor requirements, short-cut estimating, and home-improvement estimating methods.

Under sales promotion and management, study units will enlighten employees on good store displays, good housekeeping, newspaper advertising, special campaigns on model houses and home sales and manufacturer promotions, and following up manufacturer advertising inquiries.

To stimulate extra effort by the employee, incentive award points are to be given for study and sales performance achievements. This direct-to-employee training program will reduce the cost of training through industry-wide cooperation and sponsorships, and free the dealer for other management duties.

**THE FAILURE RATE** of lumber and building material dealerships during 1956 ranked eighth in frequency among all types of retail firms, according to a comprehensive failure study by Dun & Bradstreet, Inc. In this study, business

failures include those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement, or voluntarily compromised with creditors.

The failure rate per 10,000 operating retail concerns in 1956 by classification was: infant and children's wear, 211; women's ready-to-wear, 158; men's wear, 127; sporting goods, 114; furniture, 92; women's accessories, 92; appliances, radios and television, 81; *lumber and building materials*, 63; bakeries, 63; gifts, 60; shoes, 50; . . . hardware, 26; . . . farm equipment, 20.

Fifty per cent of all business failures in 1956 were retail firms, 18%, manufacturers; 9.5%, wholesalers; 14.5%, construction; and 8.0%, commercial services. The number of retail failures was 6,341, and the average liabilities per failure was \$24,609.

The causes of the retail business failures were neglect, 4.8%; fraud, 1.9%; lack of experience in the line, 16.3%; lack of managerial experience, 17.3%; unbalanced experience, 17.3%; incompetence, 40.2%; disaster, 1.5%; and reason unknown, 1.5%.

The failure of retail firms caused by inadequate experience or incompetence were evidenced by inability to avoid conditions which resulted in inadequate sales, heavy operating expenses, receivables difficulties, inventory difficulties, excessive fixed assets, poor location, competitive weakness, and other.

Regionally, the failure rate per 10,000 listed concerns of all types was lowest in the South and Southwest in 1956. The line-up: West South Central, 23.7; East South Central, 26.0; South Atlantic, 37.0; East North Central, 34.0; West North Central, 18.6 New England, 39.3; Middle Atlantic, 78.4; Mountain, 45.5; Pacific, 124.3.

**DISCOUNT CONTROLS** on Federal-insured and guaranteed mortgages were denounced last month by Albert M. Cole, administrator of the Housing and Home Finance Agency, as "price fixing in its worst form." In a speech before the California Real Estate Assn., Cole advocated repeal of the mortgage discount provision.

"It is price-fixing in its worst form with all the attendant ills that flow from that, including second and third mortgages and other gimmicks, as well as disappearing investment funds. You will gather that I advocate repeal of the discount provision. I do."

*Resists Atmospheric Attack*



## MONARCH METALANE WEATHERSTRIP

Weathering, or vulnerability to atmospheric attack, was formerly a universal deficiency in metal weatherstrip. Pitting, discoloration, corrosion, or other inherent weakness were simply accepted as penalties to obtain the comfort and protection provided by metal weatherstrip. However, MetaLane® eliminated the defects, and established several more advantages to improve the comfort and protection of metal weatherstrip.

MetaLane is primarily an aluminum alloy produced to Monarch's exacting specifications for strength, hardness, resiliency and formability. Monarch first inspects, cleans and surface etches it. It is then processed through a continuous strip anodizing machine, using a sulphuric acid electrolyte®, to produce an anodic oxide coating with billions of pores which are finally sealed with a permanent lubricant®. Similar to an Alumilite finish, Monarch processing includes other exclusive treatments that greatly increase the life and efficiency of MetaLane.

Added to its extreme resistance to weathering®—

atmospheric attack—MetaLane is virtually impervious to corrosion® and normal abrasion and wear®; operates with minimum friction; won't stain or collect dust; keeps its glass-like satin appearance, and will retain its unmatched weather-seal qualities for the life of the doors and windows on which it is installed.

Every door and window unit you buy and sell should be equipped with Monarch MetaLane Weatherstrip for the ultimate in value, long service and protection.

① "... coatings made in sulphuric acid electrolyte ... offered substantial improvement over other coatings."—"Anodic Coating Of Aluminum" by J. D. Edwards, Aluminum Company of America.

② "In addition to sealing, some (sealing) materials also function as surface lubricants."—*Ibid*

③ "Alumilite coatings have been used for more than 20 years and ... have been very effective in protecting against atmospheric attack."—"Quality Of Alumilite Finishes" by Aluminum Company of America.

④ "... anodic coatings provide effective protection against weathering and corrosion."—"Anodic Coatings On Aluminum," J. D. Edwards and F. Keller, Iron Age, 1946.

⑤ "Anodic coatings ... provides greatly increased resistance to abrasion."—*Ibid*

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.



*You've got a  
honey of a deal  
when you sell... **Wepeco***

Aluminum Combination Windows & Doors

**TOP QUALITY...**

**LOWER  
PRICES...**

**MAXIMUM PROFITS**

**MINIMUM  
INVENTORY**

**PROTECTION  
FROM  
COMPETITION**

**LIBERAL  
CO-OP AD PLAN  
NATIONAL  
ADVERTISING**



As one of 20,000 WEPCO Dealers you are assured: quality products at lowest prices... smaller inventories due to WEPCO'S convenient shipping points... protection from competition since WEPCO products are sold only thru lumber and hardware dealers... liberal co-op ad plan with sales aids & national advertising! So, join us and see—selling WEPCO is a "honey of a deal."



**Wepeco Duo-Matic**

3-Track Extruded Aluminum  
Combination Window —  
Retails for \$12.95 and up

New low prices on  
all **Wepeco** aluminum  
combination doors

- KANGAROO
  - DUO-DELUXE
  - DUO-DOR
  - DUO-DELUXE
- Picture Window Door    2-Lite Door

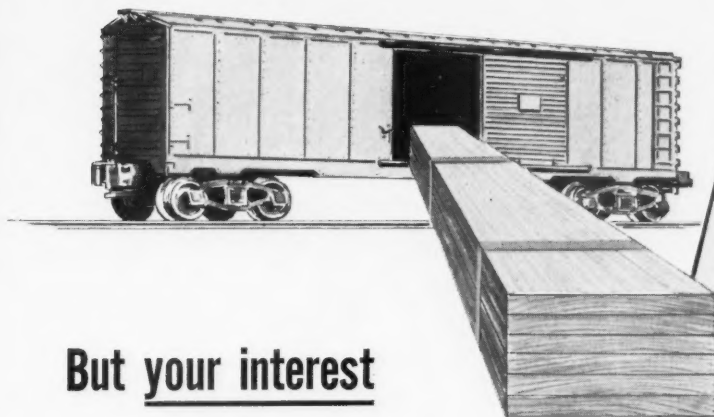
Write for information to:

**the weather-proof co.**

Litchfield, Illinois



# PALCO Architectural Quality Redwood is loaded into the Cars with particular CARE and SKILL



But your interest requires this further protection of its premium value



From headrig to loading platform, the most modern handling procedures protect every piece of *Palco*\* Architectural Quality Redwood against mars or blemishes. Car loads are solidly stowed, strapped and rigidly braced against shifting.

But in spite of every loading precaution, cars in transit are sometimes subjected to severely damaging switch-yard jolts.

If there is the slightest evidence of damage, protect your interest by notifying your Railroad Agent at once, and securing his inspection report, which is required in event of claim against carrier. And it's in your interest, too, to caution your lumber handlers to use care in unloading—to maintain the extra premium value of *Palco*\* Architectural Quality Redwood.

When you specify PALCO\* Architectural Quality Redwood for exterior or interior design... you can be sure that it is

- Certified Dry
- All Clear Heart or A Grade
- Highest Uniformity of grade
- Vertical grain on all resawn patterns
- Where flat grain is specified, pattern is always cut from the bark side

L-503

*Specify the best in Redwood — PALCO\**

## THE PACIFIC LUMBER COMPANY

Since 1869 • Mills at Scotia, California

100 Bush St.  
San Francisco 4

35 E. Wacker Drive  
Chicago 1

2185 Huntington Drive  
San Marino 9, Calif.

\*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

SEND FOR THIS FREE BULLETIN



### THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco*\* redwood patterns, sizes, grades and grains.

SBS

Name \_\_\_\_\_


Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





# Build sales with lasting window beauty in wood !

When you sell Andersen WINDOWALLS, you give your customer window beauty and convenience. And, what's more, you give him *lasting* satisfaction. Because all Andersen Window Units are made of carefully selected, beautiful *wood* . . . the *natural* building material that provides *natural* insulation against both heat and cold. And these quality wood window units are toxic treated to prevent decay . . . to repel termites—for as long as a house will stand.

For full information on these fine wood windows, see your WINDOWALL distributor, or write direct to Andersen.

**Andersen Windowalls** are quickly  
available from complete stocks of these distributors:

#### ALABAMA

Birmingham Sash & Door Co.  
Birmingham

#### FLORIDA

Huttig Sash & Door Co.  
Jacksonville

#### GEORGIA

Huttig Sash & Door Co.  
Atlanta

#### KANSAS

Rock Island Wholesale Co.  
Wichita  
United Sash & Door Co.  
Wichita

#### KENTUCKY

Huttig Sash & Door Co.  
Louisville  
Weyerhaeuser Distributing Yard  
Louisville

#### LOUISIANA

Davidson Sash & Door Co.  
Alexandria, Lafayette  
and Lake Charles  
New Orleans Sash & Door Co.  
New Orleans  
United Sash & Door Co.  
Baton Rouge

#### MARYLAND

Morgan Millwork Co.  
Baltimore

#### MISSOURI

American Sash & Door Co.  
Kansas City  
Huttig Sash & Door Co.  
St. Louis  
Toombs & Co.  
Springfield

#### NORTH CAROLINA

Huttig Sash & Door Co.  
Charlotte

#### OKLAHOMA

General Sash & Door Co.  
Tulsa

#### TENNESSEE

Huttig Sash & Door Co.  
Knoxville and Nashville  
Memphis Sash & Door Co.  
Memphis

#### TEXAS

Davidson Sash & Door Co.  
Austin  
Huttig Sash & Door Co.  
Dallas

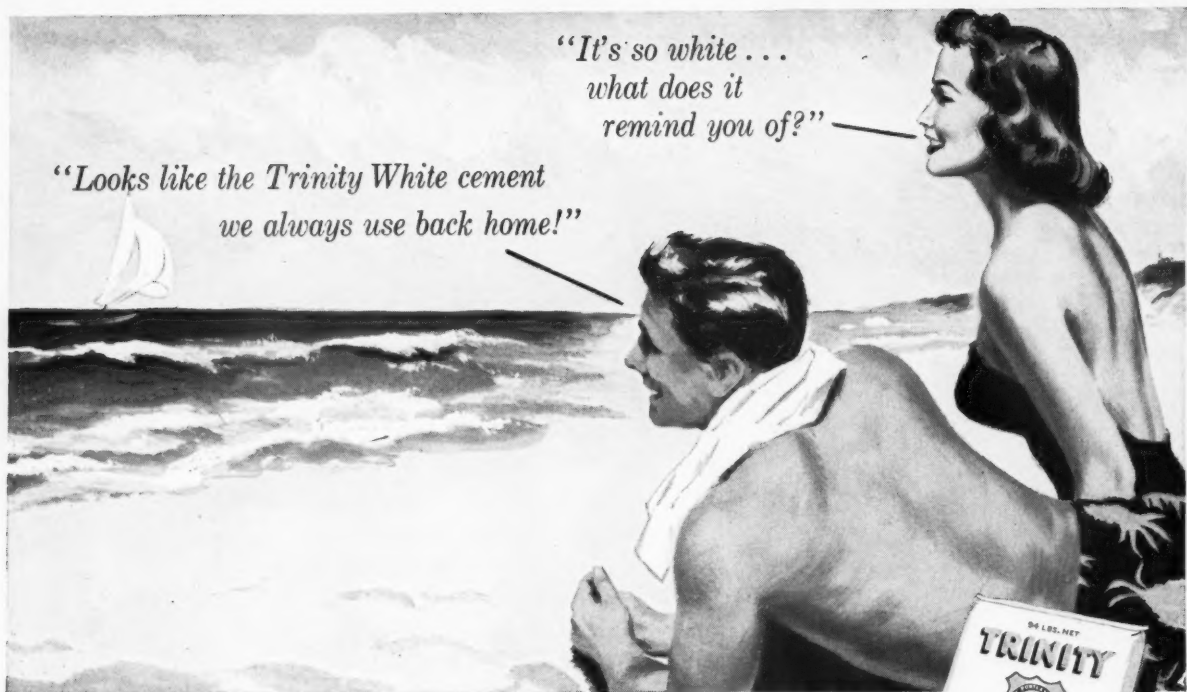
#### VIRGINIA

Huttig Sash & Door Co.  
Roanoke  
Morgan Millwork Co.  
Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

(left) Andersen Casements blend with wood paneling.  
Paul Moffett, A.I.A., architect.



"Looks like the Trinity White cement  
we always use back home!"

"It's so white...  
what does it  
remind you of?"

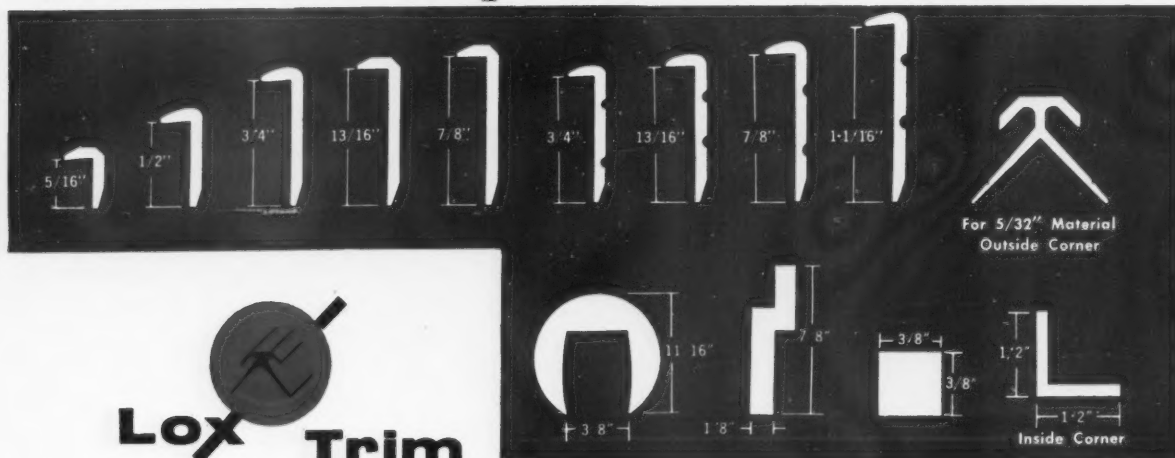
## TRINITY WHITE

Whitest in the bag...  
whitest in the mix... whitest in the completed job. Sell  
Trinity White Cement for architectural concrete units; ter-  
razzo; stucco; light reflection—wherever a whiter white or purer colors are desired.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



## Insist on LoXgreen Products



**LoX Trim**

METAL MOULDINGS  
QUALITY PRODUCTS  
AT COMPETITIVE PRICES

**The LOXCREEN Company**

Write now for catalog and price information.

Your choice of aluminum or stainless steel mouldings  
are expertly designed and precision manufactured.  
You are assured of the finest quality workmanship  
when you use LOXTRIM products for all of your  
moulding requirements.

COLUMBIA,  
S. C.  
Airport Road  
P. O. Box 5133  
Telephone  
ALpine 6-0778

CHAMBLEE,  
GA.  
Old Peachtree  
Road  
P. O. Box 247  
Telephone  
GLendale 7-6394

DALLAS,  
TEXAS  
9008 Chancellor  
Row  
P. O. Box 10427  
Telephone  
Fleetwood  
2-2013

## Insist on LoXgreen Products



# CERAMIC TILE —

## *New Profit-Maker for Dealers*

By PAMELA HARRIS MYERS

◆ THE VEIL of mystery has been lifted from ceramic tile.

Three tile manufacturers have opened their doors to lumber and building supply dealers throughout the country. Formerly sold only through tile contractors, this quality product is now beginning to be sold over counters by dealers to contractors, carpenters, and Do-It-Yourself enthusiasts.

After retailing ceramic tile for a year in their local stores, Sears, Roebuck and Company sales supervisors are expecting ceramic tile sales to be second only to one other building material in volume within two years!

Although ceramic tile is one of the newest products to join the D-I-Y ranks, it is one of the oldest building materials known to man. As archeologists have discovered, palaces and gardens of past empires in Egypt, India, and Turkey were lavishly decorated with ceramic tile. There never has been a material equal to "baked clay" or ceramic tile for durability and for decorative purposes in homes and other buildings. Now it is just beginning to come into its own as a top-quality product within the purchasing power of the masses.

The demand for ceramic tile is on the upswing for new home construction and remodeling. Tile is expanding from the kitchen and bath into the living areas of homes. This trend, which is spreading from the Pacific coast to the Atlantic seaboard, ranks among the most significant changes in home design in the past generation.

The mastic, or stick-on, method of installation accounts largely for the new popularity of ceramic tile. Over one-half of all ceramic tile is now installed by this method. Quick drying and easy to work, the new adhesives make Do-It-Yourself and contractor applica-

tion of ceramic tile easier than ever.

Spacer tabs or lugs on tiles provide automatic spacing and adequate grouting space, thereby making it a comparatively simple process for the amateur to turn out a professional-looking job.

Some manufacturers are no longer satisfied to cover only the metropolitan market, and are channeling tile to the tremendous potential market in the smaller communities.

To better serve the Southern states, a new ceramic tile manufacturing plant has gone into pro-

Eugene Roberts, manager of the Decatur, Ga., Munford Do-It-Yourself Store, at right shows ceramic tile samples to a prospective customer and her son. Nearby is a sample "corner installation" of tile which salesmen use to explain stick-on method for wall tile. All 40 Munford and associate stores in seven Southeastern states now stock and sell ceramic tile, along with other types of wall and floor coverings, and a general line of building materials. Three grades of ceramic tile are sold, on which a retail mark-up of 40 per cent is realized. Contractor mark-up is 30 per cent.

duction this month in Cleveland, Mississippi. Misceramic Tile is the corporate name of the firm that has built and put into production a \$1,200,000 plant.

This Mississippi plant will produce modern decorative styles of wall and floor tiles. Misceramic Tile will also supply dealers with the new approved mastic and a line of bathroom accessories to match the ceramic tile.

Proof of the growing popularity of ceramic tile is in evidence at the Munford Do-It-Yourself stores located in seven Southern states. Operating 40 stores, this chain is headed by Dillard Munford, president of the Munford Stores, Inc., in Atlanta, Georgia. These stores carry almost every type of building material.

Stepped-up tile production and

**SOUTHERN  
BUILDING  
SUPPLIES**

**NOVEMBER, 1957**





the new ceramic tile adhesive have permitted the Munford stores to pioneer low-cost ceramic tile installations with immediate success.

"Ceramic tile is the coming building material," Munford asserted. "Where but a few years ago only the above-average-income groups enjoyed the luxury of ceramic tile for bathrooms and kitchens, now ceramic tile is available to almost every family."

A series of how-to-sell and how-to-apply-it demonstrations were recently conducted for salesmen of the Munford store in Macon, Georgia, with positive sales results.

In Knoxville, Tennessee, Gene Armstrong, manager of the Munford Associate Store there, netted the largest volume of ceramic tile sales in the Munford chain to date, as a result of store demonstrations. After home-owners had attended clinics on the application and use of both plastic and ceramic tiles, more families bought ceramic tile than plastic, Armstrong reported.

Eugene Roberts, manager of Munford's store in Decatur, Georgia, is enthusiastic in his praise of ceramic tile as large orders have started rolling — for customer reaction to completed tile jobs has been excellent.

To the left of the Decatur store's entrance, an attractive display of wall and floor samples on perforated hardboard greets customers as they enter. Grouped around the display are trowels, sponges, tile adhesives, and grout cement — all

inexpensive tools and supplies for complete installation.

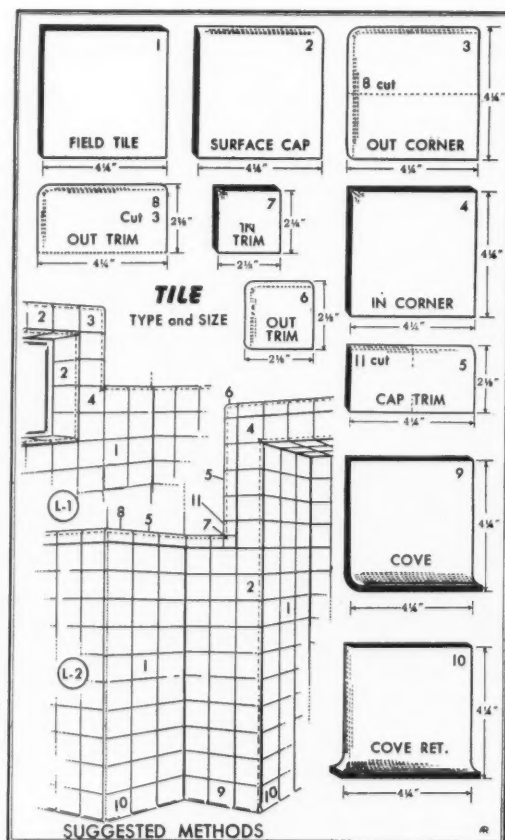
Roberts recommends that an average building supply store stock

at least one-fourth truckload—208 cartons — of wall and floor tile as a beginning. Such an average in- (See CERAMIC TILE page 80)

This attractive display, on perforated hardboard, in Munford's Decatur store shows samples of wall tile and trim, and the tools and supplies needed to install ceramic tile. These include sponge, trowels, and adhesives. Matched bathroom accessories also are shown.

Reproduced at right is the chart furnished customers and prospects to show them the sizes and shapes of field tile and trim. Also shown are sketches of installation procedures.

Good instruction sheets and installation displays are essential for selling ceramic tile to Do-It-Yourselfers, Munford managers agree.





## \$25,000 in Complete Kitchen Sales a Year

◆ "THE HEART of a home is the kitchen" is the slogan of the Corpus Christi Brick and Lumber Company in Corpus Christi, Texas, for their kitchen sales department. Under the expert management of Wilford O'Brien, this dealer has built up a \$25,000 annual sales volume in complete and remodeled all-electric kitchens.

Most kitchen sales are tied in with remodeling and repair jobs,

and range from \$1,000 to \$2,500 per installation.

Five sound basic factors in merchandising are responsible for the success of this company's kitchen business. They are: (1) creating a demand through consistent television and newspaper advertising,

(2) prompt and complete check-out of each inquiry, (3) display of model kitchen in operation, (4) good workmanship, and (5) immediate FHA installment financing service.

The company created a profit—  
(See KITCHEN SALES page 85)

Over \$25,000 worth of all-electric kitchens are sold annually by the Corpus Christi Brick and Lumber Company in that Texas city with the aid of the model kitchen display seen above.

In photo at right, Manager Wilford O'Brien demonstrates a built-in type oven to a prospect in the model kitchen. This Texas dealer sells two brands of built-in electric appliances — Hot-point and Westinghouse — and a choice of metal or wood kitchen cabinets.

In the picture on our S-B-S cover, O'Brien explains features of a new refrigerator to this kitchen prospect.





# "World's Most Unusual Lumber Yard"

## — HECHINGER'S CLAIM IN MARYLAND

◆ THE MOTORIST, self-service customer, and suburban Do-It-Yourselfer were given full consideration in the architectural planning and operational layout of the new Hechinger store in Rockville, Maryland. These were the people Hechinger's drew by the thousands for miles around at the three-day opening of their sixth building materials and hardware store on Memorial Day week-end — and again on Labor Day week-end — with a party of home, garden, and sporting goods demonstrations, refreshments, and a zoo of animals for the children.

Located on a heavily-trafficked highway near an 18-store shopping

center, the new 150 x 140-foot store has no show windows and no front door in its blue walled and white diamond patterned front, with "floating" white cloud roof as its identifying shingle. But it does have 21,000 square feet of display and selling space for building materials, hardware, sporting goods, toys, model kitchens, electrical fixtures and supplies, appliances, water systems, and garden supplies.

There also are a greenhouse, a 5,000-square-foot park and play

area for the children of customers, a parking lot for 350 cars, and a two-level warehouse of 26,000 square feet.

Why no show windows? No front



In efficient supermarket style, Hechinger's Rockville store provides push-carts and speeds customers through check-out aisles. Crowds like that at left responded to the special Labor Day advertising. Sign on cash register directs "Credit Plate Customers whose purchase is under \$25.00 go directly to any cashier. Other charge purchases go to credit desk." Hechinger offers both revolving charge credit and delivery of telephoned orders.





"The World's Most Unusual Lumber Yard" is Hechinger's slogan for their sixth building supply store in Rockville, Md. Planned for the convenience of the home-owner and Do-It-Yourselfer, it has no front door or show window — as you can see in photo at left. The roof is formed of six rhomboid-shaped umbrella trusses. It is covered with marble chips to reflect heat and has 15-foot overhang to shade customers and merchandise displayed outdoors. Inside, the most popular serve-yourself department is the 40x40-foot display of lumber shorts, as shown at right. Other light materials are similarly displayed. But heavier materials must be ordered in a special staffed department and picked up in drive-through warehouse.



door? A motor-traveling public catches only a fleeting glimpse of merchandise in a show window, the architects reasoned, so show windows on a highway are useless. A rear door is most logical for a customer who has just parked his car.

Architecturally, the new store was conceived as a large, open roofed-in space with wall around to keep the weather out. A white floating roof of diamond shaped trusses, each 30 feet wide, gives an umbrella effect further carried out by overhangs 10 feet in front and back, and 15 feet on each side,

combining to give a total roof area of 30,000 sq. ft.

Walls 10 feet high with several feet of transparent glass above them permit natural light into the store, and offer continuous merchandise display area.

The wide overhangs in the front, back, and sides weather-protect merchandise best displayed outdoors. They also serve as covered walks for customers from the store to the garden shop and materials pick-up platform.

A one-floor operation comparable to a self-service supermarket, the new store has no back-up

stockroom, thus avoiding double handling of merchandise and double inventory. All items are in one place — in mass displays in the store itself.

All merchandise that can be handled by customer push-cart are to be found in the main store: several rows of short-length lumber, plywood, wallboard, etc., are arranged in gondolas on platforms. Heavier materials are located and picked up in the warehouse.

A check-out operation with entrances and exits at the same point affords control and permits a self-service customer to move throughout the main store and garden shop, and leave with all purchases computed at one point.

Adjacent to the lumber counter in the main store are wall displays (See MOST UNUSUAL page 86)



On opening day at this Hechinger Company store, a home economist attracted a stream of housewives and husbands, too, to her demonstration of "cooking without heat" in a built-in electronic oven. Kitchen appliances and cabinets are big volume items with all six Hechinger stores in Falls Church and Alexandria, Va., Anacostia, Washington, D. C., and now in Rockville, Md.

# Concentrating on D-I-Y Customers

◆ D. WILLIFORD and his employees of the Williford Lumber Company in Dallas, Texas, will do just about anything within reason to help Do-It-Yourselfers with their projects.

In the small, stand-up plan center, in one corner of the sales room, they give away planning information in all sizes from pamphlets to magazines. Some magazines are purchased in large quantities specifically for give-away purposes. There is nothing for sale. Everything is free.

With these two policies, Williford is realizing, in his recently-modernized store, a firm hold on the people who buy small orders of merchandise. And he thinks it is time that lumber dealers give more attention to the little customer.

"Although I was raised in the lumber business," he points out, "I was out of that field for a good many years, in the grocery business. I came back into the lumber business 10 years ago.

"Coming out of the grocery business as I did, I am a 'nickel-and-dime man' in sales psychology. I think that fits me and my thinking to the lumber business at this particular time. We in the lumber business have been thinking in terms of big orders.

"Naturally, I am not neglecting my contractor business. Meanwhile, I am making sure that the little fellow gets more attention and more service. It is my opinion

By **BARON CREAGER**, Southwestern Editor

that the retail lumber yard must learn that today's orders are not all big orders and that the 'nickel-and-dime business' is more important than it has been for years."

Williford came to his decision on the "nickel-and-dime" business when he laid plans for modernization of his store. He decided then, he says, that the big boom in real estate was about over and that his new store should be designed and equipped for catering to small business.

Consequently, he established the policy of cutting lumber or other building material to dimensions required by Do-It-Yourself customers and "Saturday afternoon carpenters."

"Of course, we don't do this cutting free," he adds. The minimum charge is 75 cents. This charge moves on up in price according to the amount of cutting to be done. What we try to do is get our labor charge of \$4 per hour out

(See COURTS D-I-Y page 58)



D. Williford, owner of the Williford Lumber Company, is seen above in the plan center in his modern store in Dallas, Tex. Home plan books, product literature, project patterns, and other aids are provided free to bona-fide customers.

This policy and that of assisting Do-It-Yourself customers in many ways combine to build a profitable sales volume for Williford. At left, a Williford employee saws lumber to size for a patron. Minimum sawing charge is 75 cents.

Hand tools are temptingly and conveniently displayed in a special department in Gregory's enlarged DeLand store. At right, Sidney Stubbs waits on women customers who liked the price-marked display.

Power tools also are mounted on perforated hardboard, as seen below. The sawhorses were used by factory men to demonstrate small power tools. A complete line of accessories for power tools is stocked.

In photo of enlarged store, below, Manager C. A. Walker looks out from the receiving platform. Across the street is expanded parking area.



## Enlarged Store Spotlights **HARDWARE**

◆ GREGORY Lumber, Inc., in DeLand, now claims it has the largest salesroom of any building supply dealer in central Florida — since it built a 40x53-foot addition to its former two-story building.

According to President R. K. Gregory, we decided last spring to expand because "our building material salesroom was becoming too small to handle the steady increase in volume. Incoming shipments cluttered the room and there was not sufficient space to display merchandise."

The enlarged building, seen



here, provides a salesroom 135 feet long and 40 feet wide. The enlarged second floor gave an equal area for storage of doors, plywood, and other supplies.

"Incoming shipments are now received in a special section, which does not interfere with the appearance or efficiency of the main salesroom," Gregory explained.

The enlarged salesroom provides ample space for full display of all lines of materials sold by this dealer. Hardware and paints both get space treatment that stimulates impulse sales.

During the four-day formal opening of the store, 1,000 persons registered for chances at \$1,000 worth of door prizes, pick-  
(See ENLARGED STORE page 88)



## Hassingers Open Efficient Chattanooga Warehouse

◆ THE HASSINGER Organization recently formally opened its new wholesale branch, the Reserve Warehouse Corp., in the efficient new warehouse seen above. And the sign means what it says: "Wholesale Building Materials — to Dealers Only" . . . within a 75-mile radius of Chattanooga, Tenn.

The canopied loading dock permits simultaneous loading of seven trucks with bad weather protection. Most orders are picked up by dealers' trucks, since Reserve Warehouse delivers by common carriers only. The 100x220-foot building is of light steel-frame construction. It is served by two railroads.



Manager Don Mirts is seen below briefing salesmen of the Reserve Warehouse Corp. on their duties as hosts at the warehouse "open house." Some 200 dealer customers came to inspect the plant, see product exhibits, enjoy refreshments, and vie for prizes. From left, the men are Mirts, A. M. (Sonny) Denison, Al G. Landers, and Wally Myers.

In photo at right, Myers discusses lumber paneling with Mr. and Mrs. Sid Darwin and Miss Ruth Cassidy of the Polk Bros. Lumber Co., Chattanooga. Most materials are palletized or packaged for high stacking and easy handling by a fork-lift truck in the 16-foot clear warehouse.

Most major suppliers had product displays at the Reserve Warehouse opening. Above, District Manager George Petters discusses J-M insulating board with L. C. Hassinger, president of the Hassinger Organization; Jay Willingham, A. C. Willingham Lumber Co., Chattanooga, at left, and Dick Patrick, Patrick Lumber Co., Scottsboro, Ala.





# DEPRECIATION — why and how to figure it

By IRVING ELBAUM

Certified Public

Accountant

◆ THE WORD "depreciation" seems to have different meanings to different people in the building-supply field. But we accountants — and income tax agents as well — consider "depreciation" to be a reasonable allowance for the wear and tear of property used in business.

In this way, "depreciation" differs from the ordinary concept of the term which is generally accepted to mean a decline in the market value.

One other point — generally the factor of obsolescence is also included in any estimate for depreciation. This is understandable when one stops to consider the probable useful life of a piece of equipment can be appreciably shortened by changes in economic conditions, loss of trade, new inventions, prohibitory laws, and other causes.

To simplify this discussion of "depreciation," we will answer questions frequently put to accountants in question-and-answer form.

**Q:** Since no cash outlay is involved in depreciation, isn't it in effect just a bookkeeping entry?

**A:** True, it is a bookkeeping entry. However, it is an extremely important one. Even though no cash outlay is involved for any given year's depreciation, it is vital to realize that unless the records of the business provide for depreciation for each of the years in the estimated life of the fork truck, for example, the day will come when it will have to be replaced and there may not be enough cash left over from the profits of the business to buy a new one.

It is, therefore, important to recognize that although this item of depreciation in a sense may be considered to be invisible in any one year, it certainly isn't invisible

when the cash has to be laid out for the new fork truck after the old one has served its purpose.

**Q:** Could you go into a little more detail as to how the entry of depreciation helps to provide for the purchase of new handling equipment?

**A:** Let us suppose that your business showed a profit of \$10,000 for the year 1957, without considering the item of depreciation. You might, therefore, consider that you increased your net worth by that amount of money, whereas actually you might have increased your net worth by only \$9,000, assuming that there really was \$1,000 of depreciation which you had neglected to record on your books.

In other words, you would really be fooling yourself to the extent of that \$1,000 item and you would be rudely awakened when, after awhile, you had to buy new handling equipment to replace that which had already depreciated. If you hadn't held back enough cash from the profits of the years during which the original equipment was being depreciated you would find that you would be faced with a problem of obtaining sufficient cash when the new equipment



Fork-lift trucks are money-savers, but they cost a lot and must be replaced. This calls for amortizing them through depreciation accounting. This article tells you why and how to figure depreciation on your equipment.

would have to be bought. Naturally, this could be a great economic shock to your business.

**Q:** How do I go about determining the expected life of a heavy truck?

**A:** There are a few ways in which this can be done. The manufacturer of the equipment can give you his estimate of the longevity of the truck. The Internal Revenue Service by means of its Bulletin "F" indicates that the expected longevity of a heavy truck is approximately eight years.

**Q:** Am I necessarily obligated to use as the estimated longevity of, say, an adding machine, the figure that the manufacturer gives me or the figure that the Internal Revenue suggests?

**A:** No. In the final analysis you are the one who will make the (See DEPRECIATION page 83)

Old Hickory Box & Lumber Co.

# PANELING

for any room in your home from the South's finest and most complete selection at a price you can afford to pay.



**SPECIAL SALE**  
LOT ENDS of PANELING

550' Random Widths  
3/4" **PONDEROSA**  
PANELING ... \$15.00 per 100 board feet

980' No. 3 and better, 1"x6" and 8"  
Colonial Pattern  
**INLAND FIR** ... \$15.00 per 100 board feet

6" and 8" Colonial Pattern  
**1000 LARCH** ... \$15.00 per 100 board feet

**CLEAR RUSTIC FIR** ... Colonial Pattern, white finish, in South 1"x6"  
"A" Grade Sile Dried **REDWOOD** 1"x6" and 8" ... View 1000' ... \$15.00 per 100 board ft.

**LOGGE POLE PINE** ... Colonial Pattern No. 2 and better, 1"x6", 8", 10"  
Trim and moldings to match, all of the above savings ... Also Dry Fir Beams.

**WESTERN RED CEDAR** ... Var just 12" Clear 1"x6" and 8"  
**PICKET RED CYPRESS** ... Var just 12" Clear 1"x6", 8", 10" and 12"

**SAND-BLASTED SURF PLANK** Var 12" and 8"  
"B" **CLEAR DOUGLAS FIR** Colonial Pattern 1"x6" ... \$19.00 per 100 board ft.

**COMPLETE DISPLAY WELDWOOD PLYWOOD PANELING** ... Painted and laminated

Open Every Saturday 'til 1 P.M.  
Free Inside Parking

## Old Hickory

**BOX and LUMBER CO.**

515 8th Ave., So., Nashville, Tenn.—Tel. AL 5-2718  
4 BLOCKS SOUTH OF BROADWAY

This Tennessee dealer runs ads like this on the sports pages of the Friday p.m. and Saturday a.m. newspapers. This one is 10" by two columns.



Inside parking is promised customers in the ads of the Old Hickory Box and Lumber Company in Nashville, Tenn. The city's "largest selection" of wood paneling is displayed in use on the driveway wall, above. Fluorescent tubes light the panels to show the handsome grain and finish.

## Ads on Week-End Sports Pages Swell Dealer's Saturday Sales

By ROSS HOLMAN

◆ PICK UP any Friday afternoon's edition of the *Nashville Banner*. Then turn to the Sports Page. Along with the latest exploits of home-run sluggers or touchdown heroes, you'll find there a conspicuous two-column ad that frequently runs to 20 inches or more.

You'll find the same ad in the Saturday morning's *Tennessean*.

That, ladies and gentlemen and sports fans, is the Old Hickory Box and Lumber Company's weekly proposition to homebuilders in general and Do-It-Yourself fadists in particular. This ad may offer anything from ponderosa paneling to 2x4 shorts.

Now why does Old Hickory always insist on putting this ad on the sports page?

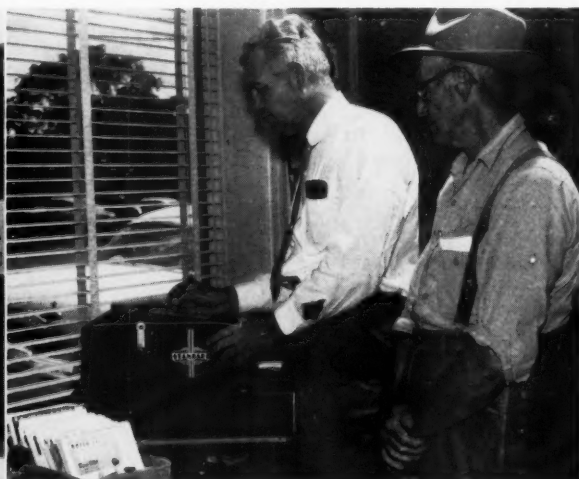
"Well," says Manager M. K. Hovey, "in offering our building supplies to the public we find more pay dirt among sports lovers

than with any other group. With them this week-end promotion of ours has paid off handsomely and it has become quite an institution in this area. We run the ad on Friday afternoon and Saturday morning because Saturday is the day practically everybody gets a holiday. That's the day the Do-It-Yourselfers have time to come in, buy, take home, and nail down. We still close up our plant at 1 p. m. Saturday, but on Saturday morning business booms with all the self-fixing home fans."

Hovey has been running that series of ads for Saturday morning buyers nearly two years. The response at first was slow. But the results have now made Saturday one of the busiest days of the week at Old Hickory.

Take that picnic table Hovey offered in May and June. With four week-end insertions he sold 200 of them at \$19.50 to \$23.50 each. The ad displayed an illustration of the table, price and only

(See SPORTS PAGE ADS page 87)



Since this dealer began running ads on the sports pages of Friday and Saturday newspapers, cash sales on Saturday mornings have risen from \$5 to more than \$500. In photo above, Old Hickory salesman writes up a cash sale. Charge sales have risen proportionately, Manager Hovey reports.



## Attracts Farmers to Store via Radio

By S. W. ELLIS

◆ SHAPING ADVERTISING and selling efforts to their conviction that the farmer is their best Do-It-Yourself customer has multiplied sales for the J. C. Steele Lumber Company, Inc., in West Monroe, Louisiana.

The local radio station, KUZN, nicknamed "The Country Cousin Station," was selected for broadcasting daily spot announcements because its programs appeal especially to farmers. The three or more spots used each day are spaced to catch listeners at meal times. In the friendly style that farmers like, these announcements tell listeners that they can receive help at Steele's for roofing, building storage units, or improving and beautifying the rural home.

Mrs. P. L. Woodward, assistant in charge of buying and advertising, tells why the sales plans do not include a mailing list for farmers:

"We prefer to get the farmer into the store, and personally hand him the magazine, *This Business of Farming*, which many dealers send by mail. Our radio spot announcements invite listeners to come in for their copy. The magazines are displayed on the special stand for Do-It-Yourself customers, which is filled with suggestions and plans for many projects."

The store, located at the edge of town, was rebuilt three years



Via spot announcements over the local "Country Cousin" radio station, the J. C. Steele Lumber Company attracts farmers to its new store on the edge of West Monroe, La. As seen at top of page, this DIY shopping center has generous parking space and an attractive front. In the store, farmers are invited to take a copy of "The Business of Farming" magazine and to get free plans for handyman projects — as a farmer does from the display seen above.

ago, after a destructive fire. With the rural customer especially in mind, the owners planned a pleasant builders' shopping center, where the farmer or the week-end home workshop enthusiast could find many ideas.

One of the most popular items is shown in front of the long buff-brick structure — a large display of ready-made concrete steps, in units from one to four steps. Priced at \$6.75 a step, they sell readily

to people who must replace old steps or who are building new porches or terraces. Ready-mixed concrete, cement blocks, stepping stones, and garden trim for flower beds also sell well to the customer doing his own work.

Starting in the late summer and going on until cold and rainy weather sets in, the radio spot announcements remind farmers often that re-roofing should be done now. A large roofing volume

An "Idea Center" for persons wanting to enlarge their homes and rooms, in center at right, permits Steele Lumber Company patrons to flash on a selection of pictured improvements. Selection of asphalt roofing from two advertised brands is easy in the background display. Customers may readily serve themselves from the display stocks of sandpaper, screws and bolts.



is realized from the special promotions that combine radio advertising, newspaper advertising, and excellent displays in the store calculated to make people want a new roof.

Roofing is displayed as attractively as wallpaper, in a long wall panel and separate asphalt shingles are placed neatly on their own display stand. Customers like to pick up the shingles and evaluate the quality, especially farmers, who are careful shoppers.

Sales of asbestos siding are showing steady increase among rural customers. Mrs. Woodward says credit for this is partly due to the attractive display seen by all who enter the front door. Many an old rural home now hides its ancient exterior finish under new asbestos shingles or siding because farmers, attracted to the store, learned the beauty and utility of asbestos products.

Fiber-glass paneling is another modern material that farmers are

buying for patio roofs, room dividers, shower stalls, and as side-lights for doors. After trying the farmer out in using fiber-glass paneling for light in chicken and livestock structures, this dealer learned that the material is too costly for the average farmer of the area to use in this way.

By switching promotions to urge the use of plastic panels for home improvements, Steele management found that farmers like them. This material is displayed in use in the store as office dividers. A long counter displays several stacks of fiber-glass samples, in different colors, and product literature.

After hot summer weather passes

and good painting weather is not far away, the Steele Lumber Company's radio and the newspaper ads urge farmers to paint their houses and barns. The Country Cousin radio station broadcasts several announcements daily, telling the farmer that the bright, cool weather of fall is the best time to paint. They suggest that paint applied now dries more slowly than in hot weather — and therefore lasts longer.

Manager A. P. Kitchens, who supervises all outside selling and the well-stocked yard, feels that women on the sales floor here use their particular talents in boosting sales.

Most of the floor sales are made by women, who know the stock thoroughly and understand how to aid both men and women with home-improvement projects. The three saleswomen make the farmer feel welcome and at home.



This Louisiana lumber dealer makes profitable use of point-of-purchase displays to sell a full line of building materials. Seen at left are self-service displays of paint brushes and hardware — and sample displays of cabinet hardware, moldings, doors, sash, and door chimes.



## TIPS ON SELLING

## FIR PLYWOOD for use in REMODELING



*Sell  
Fir Plywood*

### THE PRODUCT

More than its natural wood warmth and beauty, fir plywood gives you strength, durability and long life. Educate your customers to choose it for the all-important structural parts—subflooring, wall and roof sheathing—as well as for decorative paneling and built-ins. Remodeling goes faster with fir plywood because it speeds and simplifies construction. From simple built-in to a complete addition, there's a type and grade of fir plywood for every job.



*for home  
remodeling*

### THE MARKET

The multi-billion dollar remodeling market is a profit-filled plum for alert plywood dealers. Easier down payments mean remodeling projects will be bigger, sales will be bigger, too. *Think* remodeling—sell it to your customers. Use fir plywood's natural advantages and the selling tools below to increase your share of the big-money home remodeling market.



*use  
these*

### SELLING TOOLS TO BUILD PROFITS

Cash in on national fir plywood advertising and field promotion by using these selling tools to build your remodeling profits with fir plywood sales. For sample copies, write (USA only): Douglas Fir Plywood Association, Tacoma 2, Wash.



"77 Ideas for Remodeling Your Home with Fir Plywood"—chock full of practical in-and-outside remodeling suggestions, in two colors—covers every room in the home.

AD MATS—Use these one- and two-column ad mats in your local advertising to sell customers on remodeling. For proofs of ad mats and information, write DFPA.



### INSIST ON DFPA GRADE-TRADEMARKS

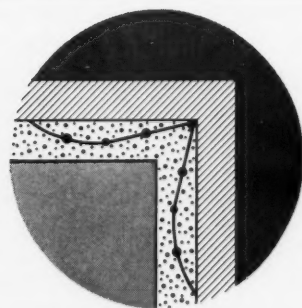
You protect your reputation (and repeat sales) when you sell fir plywood carrying the DFPA trademark—your assurance of quality-tested panels.

**It's here!**

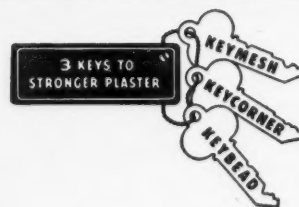
# KEY

**...at a new,  
attractive  
price**

**only  
KEYCORNER  
gives you  
all of these  
advantages**



**Self-furring—fully embedded—**  
Flanges of Keycorner are shaped  
to assure full embedment with ef-  
fective reinforcement. Snug grip  
of edges with lath makes it easy to  
plaster corners.



**KEYSTONE STEEL**  
Peoria 7, Illinois

! the GREAT NEW

# KEYCORNER

**GALVANIZED  
CORNER  
LATH**

Exclusive new features of Keycorner give far greater crack resistance in plaster corners than any other type of reinforcement.

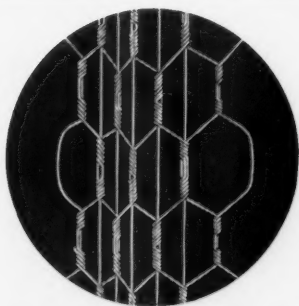
What's more, lathers and plasterers both like it. Lathers like the 4 ft. lengths. The precision fit. The smooth, pliable wire that doesn't cut or tear the hands. The ease with which they can do a craftsman-like job. They like the way it's bundled and packaged for convenient handling and storing.

Plasterers like Keycorner because it's so

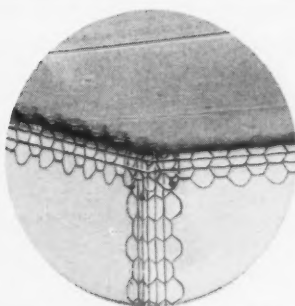
easy to plaster over; also because they can take pride in the workman-like corners that are strong, and crack resistant.

Builders like it because they get the highest quality job at a saving.

There are many attractive features about the NEW KEYCORNER. It costs you *nothing* to get the facts. Send for complete information about this new product. Write Keystone Steel & Wire Company, Peoria 7, Illinois.



**Designed to give maximum resistance to cracking**—Spacing of longitudinal wires plus self-furring design adds exceptional crack resistance where needed most; keys plaster if open spaces occur behind Keycorner.



**Precision formed**—Every piece springs snugly into place. Fits accurately and exactly in corners, giving a truly craftsman-like appearance to the finished job.

## **plus all of these extra advantages**

- Galvanized to prevent rust streaks
- Can be nailed or stapled
- Easy to plaster over
- Smooth wire does not cut or tear hands
- Little cutting required
- Packed in 4'-0" lengths
- Delivered in cartons (65½ lb.) of 1,000 ft.
- Easy-to-handle; easy-to-store

## **GET THE FACTS—FREE!**

Here's the hottest thing in galvanized corner lath. Advertising like this now appearing in the leading building and plastering publications will broaden your market for Keycorner. Tie in now with all the outstanding products of the Keystone line.

Department SBS-117

**KEYSTONE STEEL & WIRE COMPANY**  
Peoria 7, Illinois

☐ Send me FREE complete information and price on the New KEYCORNER.

☐ Give me the name of the nearest Keystone salesman.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**EL & WIRE COMPANY**



## 'CARE-FREE HOME' USES ALUMINUM IN 32 WAYS



LIGHTWEIGHT, maintenance-free aluminum—in an endless variety of colors, textures, and forms — may well be the major homebuilding material of the future, the Aluminum Co. of America predicted recently in announcing details of the Alcoa Care-free Home. This "idea dwelling" uses 7,500 pounds of the light metal in a number of functional, structural, and trim applications.

A product of Alcoa's new five-year research and development program in the residential building field, the Care-free Home is currently under construction for public exhibition by builders in 23 major cities.

The participating builders form a keystone group in a five-year Alcoa residential program combining the talents of architects and staff research with the work of the builders to spur major development activity in the residential field.

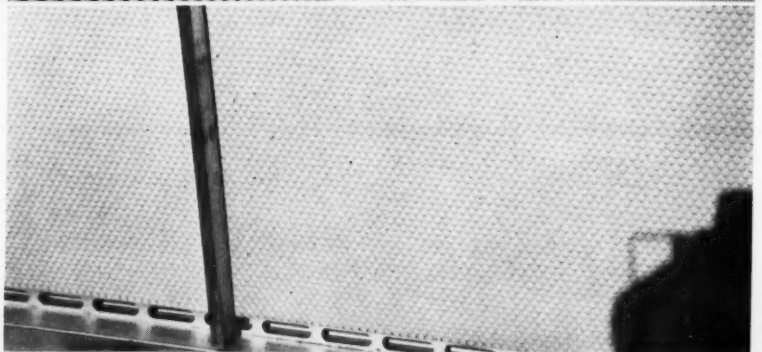
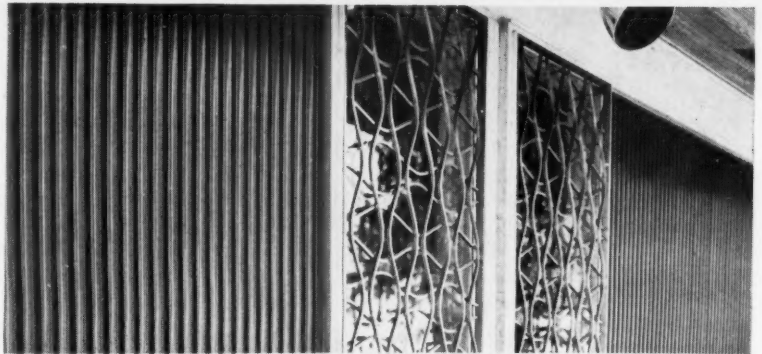
Southern builders of the Alcoa Care-free Home in 1957 include Martin Brothers, Miami, Fla.; (See CARE-FREE HOME page 56)

A corner view of the prototype model of the Alcoa Care-free Home is seen above. Built in Lafayette, Ind., it features six sliding glass doors along the patio.

Unusual uses of aluminum materials are shown close-up at right. At top, extruded aluminum exterior wall panels and grilles over fixed glass windows are seen.

Center photo looks down on partial roof section. Pebbled aluminum sheet is finished in blue, with batten seams. Eave fascia aluminum strip runs at bottom.

Bottom, closet doors are textured, color anodized aluminum. Two closets like this are in each bedroom. Design permits use of all closet space.





# MANUFACTURER NEWS

MEMPHIS, TENN. The **Welsh Plywood Corp.** is constructing a \$300,000 plant at 1218 N. Hollywood here. It will allow the firm to consolidate its loading and plywood operations under one roof. The new plant will provide new architectural display room for Welsh products, and will include a modern dry-kiln for processing plywood.

ATLANTA, GA.: Harvey Waugh has been appointed manufacturer's agent here for the **Products Manufacturing Co.** of Miami, Fla. From headquarters at 891 Virginia Avenue, N. E., here, Waugh will sell Sun-air movable louvered wood shutters throughout the state of Georgia.

TACOMA, WASH. The **St. Paul and Tacoma Lumber Co.** is now a wholly-owned subsidiary of the St. Regis Paper Co. According to President E. G. Griggs, the St. Paul and Tacoma Lumber Co. will continue to operate as an independent corporation, marketing lumber, plywood, and plywood specialties under "Tree Life" brand name. Personnel and policies will remain the same at the subsidiary company.

SHREVEPORT, LA.: John E. Custer has been appointed pine lumber sales manager for the **Frost**



## MEETINGS LAUNCH "OPERATION RE-INSULATION"

Twenty-five persons attended the annual Southern sales meeting of the Zonolite Co. in Atlanta, Ga., recently to get details on the fall "Operation Re-Insulation" drive. Similar meetings were held in Kansas City, Mo., High Point, N. C., and four other regional headquarters.

Seen in the picture above are Harold K. Sterrett, manager of the Southern Zonolite Co., Atlanta; Phil R. Strand of Chicago, Zonolite advertising manager; Cortland Lowe, Jacksonville, Fla., district manager; and Daniel J. Boone, vice-president of the Zonolite Co., Chicago.

Boone discusses a sales point for the firm's vermiculite insulating fill. It is pushed, by the action poster in center, as a re-insulation material for adding "over sagging, worn-out insulation." At left is foil-backed fiber-glass insulation, a new Zonolite product.



**HENRY BLOUNT SELBY** has been appointed district sales manager for the Corrugulux Division of the L-O-F Glass Fibers Co. With offices in Charlotte, N. C., he will work under G. V. Burton of Atlanta, Ga., regional manager. Selby was formerly employed as a chemist with the Southern Cotton Oil Co. and by Dun & Bradstreet, Inc.

**Forest Products Division** of the Olin Mathieson Chemical Corp. here. A graduate of Southern Methodist University in marketing, he formerly was Frost's district sales representative.

CHICAGO, ILL.: New commodity advertising manager of gypsum wall-board products for the **United States Gypsum Co.** here is M. E. Sheid. "Gene" Sheid formerly served as regional manager of the Southwestern Lumbermen's Assn. in Oklahoma City. Alan B. Cook has been appointed paint products merchandise manager for USG. He joined the company in 1946 and recently served as special projects marketing manager.

PROVIDENCE, R. I.: Fred M. McCarthy has been elected executive vice-president of the **Barreled Sunlight Paint Co.**, a subsidiary of the Pittsburgh Plate Glass Co. He joined the firm in 1951 as general sales manager and later became vice-president of sales. He formerly was with the National Lead Co., Procter and Gamble, and the Scripps-Howard newspapers.

BIRMINGHAM, ALA.: A branch sales office of the Atlanta district office of the **Formica Corp.**, sub-

siary of the American Cyanamid Co., has been opened at 2803-A 19th Place South here. The sales representative is Ray A. Carson. He will sell the full Formica line of decorative and industrial laminated plastics throughout Alabama and northwest Florida.

NEW YORK, N. Y. The **St. Regis Paper Co.** announces the appointment of Charles L. Walters as assistant general sales manager of its Panelyte Division. Associated with Panelyte since 1940, Charlie Walters was its Canadian manager from 1950 to 1953. He is a member of the Society of the Plastics Industry. William R. Sievert has succeeded Walters as sales manager of decorative Panelyte plastics.

NEWARK, N. J. Two new sales representatives for cast-iron soil pipe and bituminized fiber pipe have been appointed by the **Central Foundry Co.** Barnett and Benner, 1015 Kearney St., N.E., Washington, D. C., is representative for the District of Columbia and for adjacent counties in Virginia and Maryland. R. B. Fulton and Co., 2301 N. Charles Street, Baltimore, Md., will serve the remaining counties in Maryland.

## CRA Re-Elects Jacks; Tree Farms Increased

At the annual meeting of the California Redwood Assn. in San Francisco, Calif., recently, the following officers were re-elected for 1958: president, Hugh J. Jacks, Pacific Coast Co.; executive vice-president, Philip T. Farnsworth; and secretary-treasurer, Selwyn J. Sharp.

Elected to the CRA board of directors were: President Jacks; H. A. Libbey, Arcata Redwood Co.; E. B. Birmingham, Hammond-California Redwood Co.; W. M. Moores, Hollow Tree Lumber Company; F. V. Holmes, Holmes Eureka Lumber Co.; Stanwood A. Murphy, Pacific Lumber Co.; Gordon J. Manary, Simpson Redwood Co.; C. Russell Johnson, Union Lumber Co.; and Russell H. Ells, Willits Redwood Products Co.

Five new Tree Farms totaling 22,510 acres were added to the Redwood Region Tree Farm system in September. The new tracts increased the total Tree Farm acreage in the California region to 358,873 acres in 55 different Tree Farms.

## Enlarged Miami Window Firm Is 10 Years Old

From a 1947 beginning in a 5,000-square-foot building with a dozen workers, the Miami Window Corp. celebrated its 10th anniversary during September as a giant in the national window manufacturing picture with estimated 1957 sales of \$10,000,000.

Today the company operates in a 135,000-square-foot plant at Miami, Fla., and has 500 employees. It has four other manufacturing facilities in full production — an aluminum extrusion plant in Hollywood, Fla.; a complete window manufacturing factory in Meridian, Miss.; a die-casting plant in Columbus, Ohio; and a special metal-working factory also in Miami.

From one single product — America's first all-aluminum awning type window — the Miami Window Corp. now manufactures seven different products in the aluminum field. It sells its products through approximately 200 distributors located throughout the United States, Canada, Cuba, Hawaii, Venezuela, Nassau, and Panama.



## HOBBS-WALL BUILDS WITH REDWOOD

A 93-YEAR-OLD NAME in lumber, the Hobbs Wall Lumber Company now owns and occupies one of the most modern commercial structures on the West Coast at 2030 Union Street in San Francisco, Calif.

Seen above, the striking new Hobbs Wall building is made almost entirely of redwood. With 5,500 square feet of space, plus a 12-car parking area, this is said to be the first commercial building of its kind in the San Francisco Bay area.

Vertical laminated redwood 2x4's and 2x6's form the walls. The exterior walls are of laminated 2x4's and 2" side facing with no finish. Outside window spandrels are Mirawall "sandwich" panels.

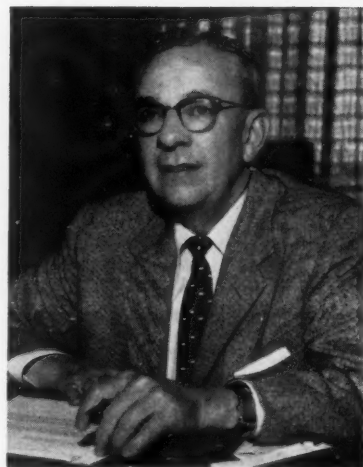
Partition walls are conventional stud with gypsum board or redwood-faced plywood. Interior walls are simply of the exposed rough-sawn laminated 2x4's—inner side of the exterior walls, with special finish.

Second floor is of laminated 2x6's, 2" side up, covered with building paper, plywood sheathing, and floor tile. First floor is concrete covered with resilient floor tile.

Ceilings are exposed laminated 2x6's of the floor above (and the roof), with special finish and acoustical tile. Roof is built-up, five ply and gravel, over laminated redwood 2x4's.

The doors are flush, solid core for outside, and flush, hollow core for inside — all of rift-grain redwood.

Originally a manufacturer of redwood, the Hobbs Wall firm has been a distributor since 1937. It



Lewis A. Godard, senior partner in the Hobbs Wall Lumber Co., 93-year-old redwood distributor. Redwood is used for most of the interior and exterior of headquarters building.

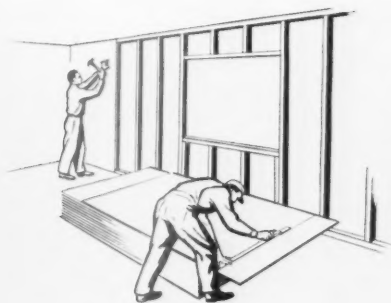
sold the output of three redwood sawmills during World War II. Since 1947 it has distributed the entire output of the Willits Redwood Products Co. in California.

Owners of the Hobbs Walls Lumber Co. are Lewis A. Godard, an executive member of the old Hobbs Wall firm, and Alfred D. Bell Jr., a former general sales manager of Hammond Lumber Co. He joined forces with Godard in 1947.

"We felt it fitting," said Bell, "that a business specializing in the distribution of redwood should be housed in a building that capitalizes on the rich woody effects of redwood inside and out."

# NOW—

## AN END TO NAIL-POPPING AND JOINT RIDGING IN GYPSUM WALLBOARD CONSTRUCTION



Bestwall Hummer System "A" Modified solves two age-old problems in gypsum board construction: (1) the tendency for nails which have been anchored in wood framing to gradually work out, and (2) the beading or ridging that sometimes takes place at joints.

The basis of this new system is lamination with temporary nailing and permanent Phillips head wood screws, plus an adhesive bonding the face layer firmly to the base layer.

It offers obvious advantages to builders and dealers alike. The builder can now make wider use of gypsum wallboard construction for residential as well as commercial jobs. And the dealer can capitalize profitably on the additional board required for such jobs.

Complete details and specifications are contained in the folder offered here. To get your copy, write to Bestwall Certain-teed Sales Corp., Ardmore, Pa.



This free  
fully diagrammed  
10-PAGE  
FOLDER  
gives full details

*This ad directed to  
architects and builders  
can mean profitable new  
gypsum board sales  
for you, Mr. Dealer!*

Write for your copy!

FIREPROOF GYPSUM

**BESTWALL®**

BUILDING PRODUCTS

Manufactured by Bestwall Gypsum Company—sold through

**BESTWALL CERTAIN-TEED SALES CORPORATION**  
120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

SALES OFFICES:

ATLANTA, GA.  
BUFFALO, N.Y.  
CHICAGO, ILL.  
CHICAGO HTS., ILL.

CLEVELAND, OHIO  
DALLAS, TEXAS  
DES MOINES, IOWA  
DETROIT, MICH.

EAST ST. LOUIS, ILL.  
JACKSON, MISS.  
KANSAS CITY, MO.  
MINNEAPOLIS, MINN.

WILMINGTON, DEL.  
RICHMOND, CALIF.  
SALT LAKE CITY, UTAH  
TACOMA, WASH.



## Warp Holds Down Costs

To combat rising costs and hold the price line on Flex-O-Glass and their other quality plastic window materials, Warp Bros. are having chemicals transported to their three plants in Chicago, Ill., in 20-ton tank trucks instead of in bags, boxes, barrels, and other containers.

At the Warp plants, the bulk chemicals are blown into bins for blending into the plastic window materials.

## CARE-FREE HOME

(Continued from page 52)

Parkview, Inc., Maryville, Tenn.; Richard Hughes, Pampa, Tex.; Robert Davenport, Alexandria, Va., and the Kayhoe Construction Co., Richmond, Va.

The first Alcoa Care-free Home, designed by Architect Charles M. Goodman, is not an aluminum wonder house, however. It com-

bines aluminum with wood, glass, and other building materials to create a dwelling that promises beauty, livability, and minimum maintenance.

Of modern design, Alcoa's Care-free Home is a single-floor dwelling with three bedrooms, two baths, and a single core kitchen. It contains 1,900 square feet of living space.

This house has a light blue, pebble-textured aluminum roof of batten seam construction, which promises the home-owner lifetime service with no painting or other maintenance.

Aluminum is also used on exterior walls. Utilizing post and beam construction, Alcoa's home features 12x8-foot aluminum-faced wall panel sections as exterior wall components. Colored purple, the vertical-ribbed extruded facing will last for years with no more maintenance than an occasional sprinkling with a garden hose, Alcoa says.

Distinctive aluminum grilles, color anodized in blue, cover the home's 14 fixed glass units. The grilles swing open for easy cleaning of the glass.

Exterior and closet doors are also aluminum, formed from an aluminum honeycomb core, sandwiched between two sheets of textured, color-anodized aluminum. An extruded aluminum band, wrapped around the perimeter, completes the structure — a strong, warp-free door.

Inside the dwelling, Architect Goodman has skillfully framed natural woods with natural aluminum to achieve a striking and warm interior decor. More than 60 different aluminum extrusions are used in a variety of trim applications.

Aluminum, textured and color-anodized, is employed as a wall-facing material. The light metal, in combination with natural birch strips, was applied as a covering for walls in all hall areas.

In the Alcoa Care-free Home, aluminum forms a perimeter diffuser strip, 1½ inches wide, which channels hot and cold air from the central air-conditioning system. Another aluminum application is the continuous breather strip, built into and under the eave to provide adequate ventilation for the roof.

Aluminum also appears in the Care-free Home in sliding doors, hardware, tub enclosures, nails and fasteners, screening, and insulation.

## DIAL "HUTTIG 14" for SERVICE!



## HUTTIG IS AS NEAR AS YOUR TELEPHONE!

Your specifications are handled quickly from our convenient assembly plants - warehouses... millwork to order or from stock... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU BUILD THE SOUTH



**SASH & DOOR CO.**

Since 1885 • St. Louis 10, Mo.

**MANUFACTURERS**  
... all kinds of  
Quality Millwork,  
Doors, Windows,  
Window Units, Door Units

**DISTRIBUTORS**  
nationally-known  
BUILDING PRODUCTS

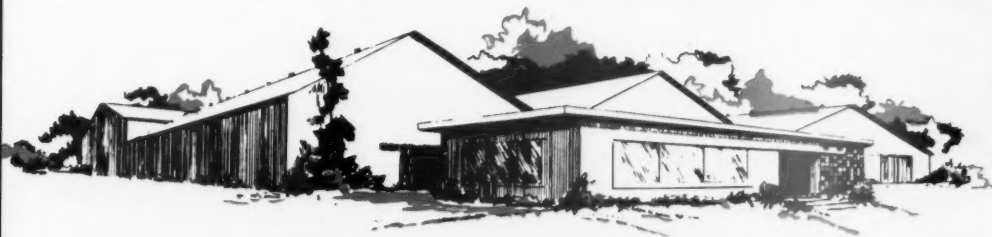
ANDERSEN Windowalls  
GENERAL flush doors  
TWINROW  
THERMOPANE  
BERRY steel garage door  
MARLITE products  
AFCO tile products  
UPSON wallboards  
KIMSUL insulation  
INSULITE products  
TEMLOK insulation  
REYNOLDS windows  
ARMATOL wood preserver  
MIAMI bathroom cabinets  
PRECISION stairways  
DURALL tension screens  
COFFMAN ornamental iron  
WEISER lock hardware  
... and many others

\*Birmingham Sash & Door Co.

\*\*Memphis Sash & Door Co.

†American Sash & Door Co.





# HERE COME THE PROFITS!

*for building supply  
distributors and dealers.*

Right on time as scheduled, MISCERAMIC's new \$1,200,000 ceramic tile plant now swings into full production. Initial shipments at this very moment are rolling merrily along, headed for show rooms and new dealer profits across the country.

How about you?

Take your information from where you will—*ceramic tile is the trend!* Trade consensus predicts the market to at least double in the coming 12 to 18 months. Daily, ceramic tile in construction and in remodeling is hitting new highs. The do-it-yourself business in ceramic tile is booming. And this is only the beginning!

Are you ready?

MISCERAMIC, with an all new, full line technologically advanced operation offers *product quality* without concession. *Prompt Delivery* through centralized location and automated production facilities. A *full line* of color-right, design-right floor and wall ceramics, cement and tools. *Sales aid and service* keyed to today's new and different, rapidly mushrooming demand.

If your present lines are resilient only, *now* is the profitable moment to move into ceramics, too. Protected distribution areas are yet available. Get the complete story on MISCERAMIC...



*Write today*  
**Misceramic Tile**  
Cleveland, Mississippi

## COURTS D-I-Y

(Continued from page 42)

of this special customer service.

"Customers appreciate it. With their sawing done by a professional, it is accurate and there is less waste of material from spoilage. Many such customers don't have the necessary equipment. Our cutting service gets these customers into the habit of coming to

our store. Consequently, when they have a big project, they come to us for materials."

Williford says his plan center is attracting more and more women, who like to thumb through the selection of literature and magazines. Perusing these publications suggests ideas for improvement or repair of their homes and such ideas result in business.

The Williford plan center is discovered by most women patrons on stops for some small item. Then they tell friends and the news has

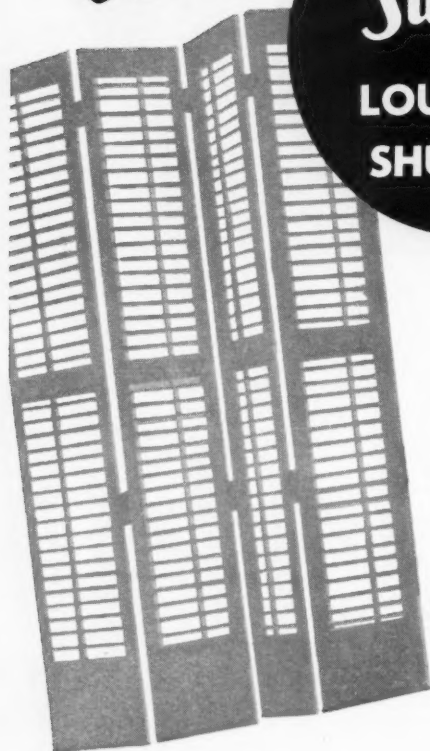
spread that there is free planning information at Williford's.

In many cases a Do-It-Yourself customer who bought a shelf board has, on passing through the store, noted the plan center and has informed his wife. Sometimes, this process is reversed, with the wife advising the husband that Williford's will cut lumber for small projects. Williford commented:

"It has happened repeatedly that couples have come to us when they were ready for a bigger project. They say, 'We came here when we didn't need much but a few sticks of lumber and you helped us then. Now we are ready to add a den to our house and we want you to have the business.'"

"That demonstrates to me," Williford continued, "that every such personal contact we can make is an advantage to us over any competitor who has not made this contact."

## Here's the WOOD SHUTTER that really SELLs!



**Sun-air—  
LOUVERED  
SHUTTERS**

- architects are specifying them!
- decorators are recommending them
- do-it-yourself folks are asking for them!

Are you ready for the growing demand for Interior Louvered Shutters? Today's building ideas make them perfect for office buildings, homes, hotels and public institutions.

SUN-AIR is the line that SELLs . . . and SUN-AIR is the line for YOU!

**DEALERSHIPS AVAILABLE**

### SUN-AIR OFFERS YOU:

- ★ quality woods — finest select clear Pine
- ★ standard sizes carried in stock at all times
- ★ custom sizes made to your specifications  
*Complete with finest brass plated hardware*
- ★ natural (unpainted) finish or special color finishes

## PRODUCTS MFG. CO.

1850 N. E. 144th STREET • NORTH MIAMI • PHONE WI 7-7574

### "Knotty Pine" Grades

Grading rules for No. 2 and No. 3 common boards to be selected for knotty paneling, published by the Western Pine Assn., became effective October 15. The rules apply to all 10 woods of the Western pine region — ponderosa pine, Douglas fir, white fir, larch, lodgepole pine, Engelmann spruce, Idaho white pine, sugar pine, incense cedar, and Inland red cedar.

Under the new grades, stock most suited to running to paneling can be selected from No. 2 and No. 3 common boards prior to running to pattern. Such paneling will be available for retail market upon specific request of the buyer.

### Black Heads Red Cedar Lumber Association

William M. Black, president of the Seattle Cedar Lumber Manufacturing Co. of Seattle, Wash., has been elected president of the Western Red Cedar Lumber Assn. He succeeds Don Johnston of Flavell Cedar, Port Moody, B. C.

Gordon Douglas, vice-president of Powell River Forest Products, Ltd., of New Westminster, B. C., was elected vice-president. John McCrory, sales manager of Seattle Cedar Lumber Manufacturing Co., continues as treasurer. Arthur I. Ellsworth is secretary-manager.

# RUBEROID

Leaders in

## ASPHALT BUILDING PRODUCTS

### LOK-TAB®

ASPHALT SHINGLES

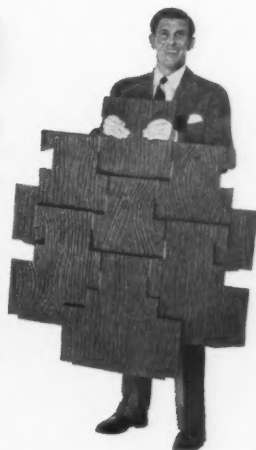


Wind-safe! Hidden tabs lock shingles flat. Now with a written WARRANTY against wind damage! Popular square-tab design gives modern "straight-line" beauty. Available in a variety of decorator colors.

### TITE-ON

ASPHALT SHINGLES

The original interlocking shingle — now with a written WARRANTY against wind damage. Has withstood hurricane winds up to 120 mph. Available in wide variety of colors — tops in performance and sales appeal.



## SELF-SEALING

ASPHALT SHINGLES

Applied like conventional shingles, these seal themselves down at the butts. The heat of the sun bonds them firmly against wind and weather. Available in a range of attractive colors. A coming best seller! Ask the Ruberoid representative about availability in your area.



## SQUARE-TAB

ASPHALT SHINGLES

Economical, durable, fire resistant . . . three-in-one square-tab strip shingles with rugged reinforced butts . . . wide range of attractive colors . . . another Ruberoid best seller.

## LEADERS IN ASBESTOS BUILDING PRODUCTS, TOO!

For added profit, consider Ruberoid's top-selling asbestos building line. Particularly . . .

### AUTOCLAVED CLAPBOARD SIDING

Can't burn, rot, or be eaten by termites. Exclusive Duroc® finish seals color in . . . dirt out. Autoclaved to eliminate shrinkage. Five beautiful colors.

### VITRAMIC SIDING

A glazed asbestos siding with vitreous ceramic surface—a lifetime baked-on finish that seals in the color and repels dirt. Available in white and 7 other colors with built-in shadow lines.

### STONEWALL BOARD

Ideal building board for home, farm, industry . . . Permanent, weatherproof, fireproof, rotproof . . . Never needs paint.

Add these profitable items to your line—  
call the man from Ruberoid today.

## The RUBEROID Co.

Headquarters Office: 500 5th Ave., New York 36, N. Y.

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Savannah, Ga. — P. O. Box 1183 • Dallas, Texas — P. O. Box 5607

ASPHALT AND ASBESTOS BUILDING MATERIALS

SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1957

For more details on above items, use Coupon on Page 70

59

**NAIL** to STEEL, CONCRETE

Save Money,  
Time, Labor

- on **BIG** jobs

**OMARK  
DRIVE-IT®**

**POWDER ACTUATED TOOL**

Choose from five models for rapid-fire "nailing" to steel or concrete with special, precision-manufactured OMARK Drivepins. Unlimited applications. Unsurpassed results. Light weight. Easy to use, maintain. A big saver on big jobs.

- on **SMALL** jobs

**OMARK®  
HAMMER-DRIVE**

**MANUAL TOOL**

Hand-and-hammer operated for strong, secure "nailing" to steel or concrete. Eliminates tedious drilling, boring. Does a better job, faster, with quality OMARK drivepins. Light weight. Low cost. Any builder can use it, make big savings.

For on-the-job counseling and service, see your factory-trained OMARK dealer. You'll find his name under "Tools" in the phone book yellow pages.



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9701 S. E. McLOUGHLIN BLVD.  
PORTLAND 22, OREGON

## WHAT'S NEW in Building Trends

### Houston Club Builds Plastic Cottages

The Atascocita Country Club of Houston, Tex., is building summer cottages with Dow Chemical's Styrofoam, an expanded polystyrene. The snow-white Styrofoam, sandwiched between 3" of reinforced concrete, is said to be an outstanding low-temperature insulation.

The cottages range between 700 and 900 sq. ft. in size. Each cottage has a framework of steel bar joists to which are affixed horizontal strips of mesh the full height of each wall.

To the mesh is wired Styrofoam planks, 2" thick, 9' long and 1' wide — arranged horizontally on 4' centers. Over this more mesh is laid, and both the inside and outside walls receive a 1" coat of blown concrete. Inside partitions and roofs are similarly constructed.

According to Francis J. Niven and Tom Notestine, developers of the cottages, speed of construction is a major advantage of this construction technique.



### Insulating Glass in Low-Cost Housing

Baltimore builder Henry J. Knott used insulating glass for the reduction of cold transmission throughout his recent housing project, yet the three-bedroom houses cost less than \$6,000.

The 1,200-unit Riverview row house development is at Lansdowne, Md. Each house contains from 24 to 36 Thermopane glass units in the 24" x 36" size with ½" sealed dry air space. This insulating glass predominates the entrance wall at both levels, with the same type of construction at the front and back.

Knott followed the same pattern of architecture and planning in his housing development at Johns Hopkins, seen above, using insulating glass throughout. These homes and apartments rent for as low as \$60 a month.

Insulating glass does not form condensation and does not transmit cold.

\* \* \*

COMING NEXT MONTH: "What's New in the NAHB Research House" — by Raymond H. Harrell, research director for the Lumber Dealers Research Council.



## HOO-HOO ACTIVITIES

HOUSTON, TEX.: Roy Cummins has succeeded Miles McDermott as new president of **Houston Hoo-Hoo Club No. 23**. Other new officers are Paul Nelson, vice-president; Joe Kurth, secretary; Doug Kessee, treasurer; Malcolm McCullough, vicegerent snark, and Johnnie Coskey, cat-tamer. New directors include Ed Williams, Pat O'Riley, and Bob Sells.

OKLAHOMA CITY, OKLA.: New officers of the local Hoo-Hoo Club were installed on September 9, and then on October 19 they staged a great concatenation and stag party on the eve of the Oklahoma Lumbermen's Assn. convention. The new officers are Leland Wold, president; Charles Johnson, vice-president; and P. W. McCall, secretary-treasurer. Other new directors are Charles West, Hank Bokus, Steve Burton Jr., Frank Abernathy, B. T. Calhoun, and Cord Wilson.

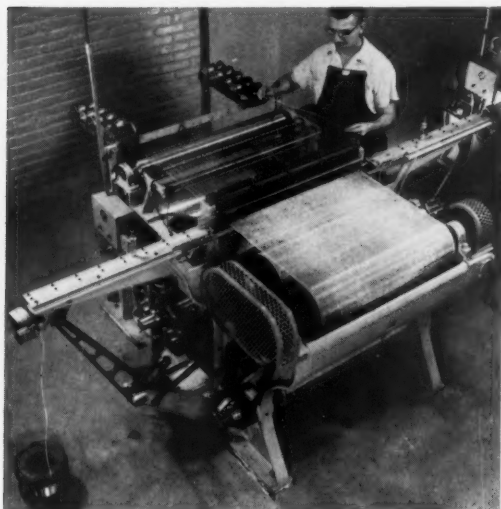
WASHINGTON, D. C.: Spokane's Ernie Wales, new snark of the universe, was guest of honor and speaker at a special dinner meeting of Washington Hoo-Hoo Club No. 99 on October 9.

## New Loom Weaves Better Screening

Forty new looms like that seen below are now in operation in the York, Pa., plant of the New York Wire Cloth Co. They are radically different from the conventional loom with shuttle and bobbin, which has been used to weave cloth since primitive times and was adapted in the late 1880's to the manufacture of insect wire screening.

According to President Louis D. Root Jr., "the new method that has been perfected in this loom for feeding the filler wire will greatly improve the uniformity of mesh and over-all appearance and quality of the finished screening."

In this new New York Wire Cloth Co. loom, the fill wire is fed into the warp through a hollow shaft. Mechanical fingers pull the wire across the loom at an exceedingly rapid rate. The fill wire is then cut to the proper length for the particular screen width. All wire ends are tucked into the selvage, the reinforced screen edges, thereby strengthening the selvage.



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THROUGHOUT THE NATION

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# SOUND OFF!

... Association officials express  
their views on timely industry topics

## Preliminary Expense Service Agreement

### Recommended to Dealers for Protection

By **BILL MORGAN**, *Secretary-Manager, Oklahoma Lumbermen's Association*

WE ALL KNOW you can not rush a customer. Calls to look over a job, free estimates (which is only a guess) are all needed, accepted, and service we should do. But when a customer desires a sketch of the repair job or a plan for the house, when they want a material list and specifications, it's time to have a definite understanding.

Know how interested, and what interest, a person has in mind before you have your men take the time (time means wages, a big part of our overhead) to prepare a drawing, take off material list, and run down all the information needed to prepare a specification.

Advise the prospect that you will gladly work up all the material information and give a firm bid for a completed job. However, a small preliminary cost is necessary. This preliminary cost would be based on the size of the job. Explain that after the preliminary and firm bids are made, should the prospect desire to go ahead with the job, then the cost of preliminary would apply on the material purchased.

If the person is just looking for a shopping list, they can take the preliminary and service they have paid for and do as they like. But the dealer should get the labor cost of preparing such a preliminary. It may be the prospect desires to use an OLA house plan, or one you have drawn up. If so, include it in your preliminary construction bid contract.

Reproduced is such a contract used by a dealer in Texas (we are sorry we can't recall his firm, for we would like to give him the credit for this idea). Look it over, it may give you an idea. Should you desire to use

this idea, have your attorney go over this contract to see if it meets your and the prospect's requirements.

### PRELIMINARY EXPENSE SERVICE AGREEMENT

Date .....  
To: .....  
GENTLEMEN:

We hereby pay to you the sum of \$..... for the purpose of defraying actual expenses incurred in the preparation and compiling of the following:

1. One set of working drawings and one set of blueprints thereof, showing all construction features clearly defined and with sufficient detail from which to do the proposed work in a satisfactory and workmanlike manner.

2. Necessary building specifications calling for quality workmanship and materials required to satisfactorily

complete proposed work.

3. Negotiations with financing sources for mortgage funds. This sum is to be credited to us when the Contract Documents for execution of the proposed work are signed and accepted, after satisfactory financing arrangements are completed and when an order has been placed with you by us or a contractor for the purchase of all materials you can furnish to complete the proposed work.

It is expressly understood and agreed by us that the blueprints and specifications are not to become our property except when transaction is completed as set forth in the foregoing paragraph.

It is further understood and agreed that you reserve the right to repossess all or any part of either the plans, blueprints or specifications at any time prior to the signing of the Contract Documents referred to above upon refund of the price paid for the same.

Signed .....  
(Husband)

Signed .....  
(Wife)

Address .....

Accepted and received payment of \$.....

Signed .....

## Need for Foresight and Cooperation Emphasized if Dealers Are to Serve Industry Profitably

By **R. O. BROWNLEE**, *Secretary-Manager, Tennessee Building Material Association*

THE ENTIRE building material industry could certainly profit through a little more Foresight and Cooperation on the part of all its branches. No one section, be it retail, wholesale or manufacturing, can afford to cast the first stone.

Most of us place profit ahead of service and look at the sale we made today rather than plan for future business.

Labor is demanding an ever-

larger portion of the money paid by consumers for the goods they buy.

Retailers feel that they are due a large part of the spread between manufactured cost and retail sales price.

The jobber says he must have a fair share if the chain of distribution is not to be broken.

Foresight is nothing more than intelligent planning for the future, based on the things we have learned from past experience. There is little doubt but that in the past, so far as our industry is concerned, retailers have been the "low man on the Totem Pole." This has been caused by many things, shortage of working capital, untrained man-

agement, poor salesmanship, to name a few.

It is certainly encouraging to see that many of the larger and more progressive manufacturers now realize that this is a condition detrimental to all of us; for the person who makes the sale to the ultimate consumer is the manufacturer to that particular purchaser. This fact alone has caused many manufacturers, of products other than building materials, to either establish their own retail outlets or franchise dealers to handle their products exclusively.

As our industry does not lend itself too readily to factory retail outlets or exclusive dealerships, it behooves us to accomplish the desired results through closer cooperation. Cooperation is a two-way street, but someone must take the lead in laying out the road and directing traffic. Unless this leadership comes from the manufacturers and is properly received by the retailers, there is little hope of obtaining the desired results.

Manufacturers have already taken steps in this direction. The film, "Profit Management," furnished much valuable information that very few retailers could afford to develop for themselves. Those who underwrote the cost of Operation Home Improvement certainly created profit potentials for many dealers. A strong indication of a new spirit of cooperation on the part of manufacturers is their collaboration with our National Retail Lumber Dealers Assn. (to the extent of furnishing the money and know-how) in developing a sales training program that can be used by dealer personnel — without the need of taking time off from their jobs.

This matter of cooperation by the various segments of our industry is one that could well be made a major part of our 1958 conventions. If we will approach the problem in a spirit of helping the industry rather than helping individuals, leaving all thoughts of controlling distribution or prices out of our deliberations; if we will find men big enough to discuss the subjects involved without dealing in personalities; if we will find men who have the vision to see both sides of the picture — then the 1958 conventions could bring more stability to our industry than has existed during these post-war years when many of us have been looking for the right answers to our problems.

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# ASSOCIATION ACTIVITIES

## SWLA Convention to Tackle Industry Problems

Major problems of building material distribution will be tackled in work sessions at the 70th annual convention of the Southwestern Lumbermen's Assn. at the

Municipal Auditorium in Kansas City, Mo., January 27-29, according to Ken Milliken, executive vice-president.

The theme of the convention and building products show will be "The Consumer Dollar — Industry Teamwork Gets It."

On the first day, the problems

concerned with getting maximum sales effort in 1958 will be explored and compiled.

On the second day, a problem-solving session will be held with complete audience participation of dealers, wholesalers, and manufacturers, through small discussion groups.

Solutions to the major problems will be presented on the third day, and a planned program of industry teamwork developed and implemented.

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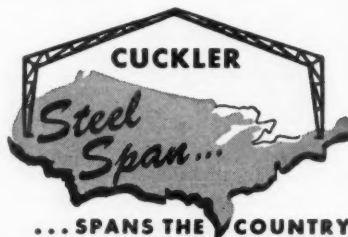


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## CONVENTION CALENDAR

DECEMBER 2-4: Winter meeting of **Southern Sash and Door Jobbers Assn.**, Roosevelt Hotel, New Orleans, La.

JANUARY 13-15: **Kentucky Retail Lumbermen's Assn.**, Kentucky Hotel, Louisville. Convention and exposition.

JANUARY 19-23: **National Assn. of Home Builders**, Conrad Hilton and Sherman Hotels, Chicago, Ill. Convention and exposition.

JANUARY 27-29: **Southwestern Lumbermen's Assn.**, Municipal Auditorium, Kansas City, Mo. Convention and exposition.

FEBRUARY 3-5: **Southeastern Dealer Convention and Building Material Show**, Biltmore Hotel, Atlanta, Ga. Co-sponsored by the Alabama, Florida, Georgia, and Tennessee dealer associations.

FEBRUARY 5-7: **Middle Atlantic Lumbermen's Assn.**, Chalfonte-Haddon Hall, Atlantic City, N. J. Convention and exposition.

FEBRUARY 12-14: **Virginia Building Material Assn.**, The Homestead, Hot Springs.

FEBRUARY 13-15: **West Virginia Lumber and Builders Supply Dealers Assn.**, Greenbrier Hotel, White Sulphur Springs. Convention and exhibits.

MARCH 4-6: **Carolina Lumber and Building Supply Assn.**, Coliseum-Auditorium, Charlotte. Convention and exposition.

MARCH 18-20: **Louisiana Building Material Dealers Assn.**, Jung Hotel, New Orleans, La. Convention and exposition.



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**SIMPSON REDWOOD COMPANY**

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**UNION LUMBER COMPANY**

620 Market Street, San Francisco 4, California

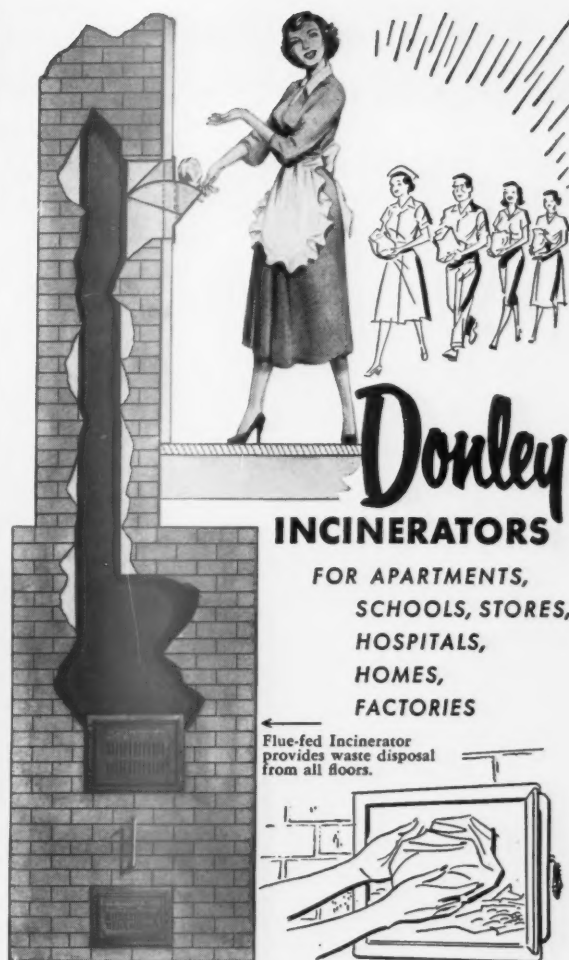
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SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1957

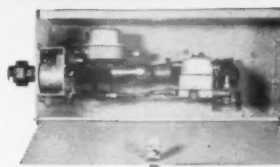


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65

# 2,506 Attend Oklahoma Convention; Speakers Predict Business Deceleration

By BARON CREAGER, Southwestern Editor of S-B-S

LUMBERMEN may expect to witness a deceleration in the economy, both over-all and in the building supply industry, according to the thinking of principal speakers who appeared before the 11th annual convention of the Oklahoma Lumbermen's Assn. in Oklahoma City, October 20-21. However, there is no indication of a "bust," or even a serious setback.

But the brakes may already be setting in some respects, for participation by exhibitors in the association's merchandising show was slightly below participation last year. Yet, although OLA has lost perhaps a score of members, attendance at this convention and show set an all-time record with 2,506 compared with the previous registration record of 2,304 for 1956.

This year's schedule departed from previous custom with the merchandise show open all day Sunday. Secretary-Manager W. M. (Bill) Morgan said this stimulated show attendance and that exhibitors reported highly satisfactory results.

In the single business session on Monday, President Ira D. Crews told an audience of 400 that lumbermen should step into positions of leadership in smaller communities which are likely to suffer from the population shift.

"We can look forward to rapidly changing conditions in many parts of the state," he said. "I believe there will be fewer people on farms and more in larger centers each succeeding year. There isn't anything we can do about the trend as it is a nation-wide condition.

"Only should business continue shrinking in some of the smaller cities, I believe that lumbermen should be leaders in getting some small industry to give employment to their citizens and hold a high degree of prosperity in their communities. This has been done in a number of our cities.

"Let me urge our members to furnish leadership in enterprises of this nature. There will always be many smaller cities that will maintain a high degree of prosperity through initiative and leadership."

Dr. Arthur A. Smith, vice-president and economist for the First National Bank of Dallas, Tex., said that forces which have stimulated the most sustained, high-level prosperity in history seem to be running out of energy. He said these stimulating forces were:

"Enormous Federal government spending, much of which has been for defense, supported substantially by deficit financing.

"Record-breaking capital expenditures by private business, more especially in new technological fields, but sizable also in the steel, automobile, and electrical industries.

"Speculation, an inevitable accompaniment of inflation and economic expansion, drives prices to advance levels in discount of future expectations."

He pointed out that all forces stimulating economy generate their own braking power eventually. Deficit spending ultimately creates an unmanageable public debt; capital expenditures exhaust themselves; and the time comes when speculative values are so high that further expectations no longer justify bullish action. He continued:

"All three of the above stimulating forces seem to be running out of energy and, barring some unexpected new source of energy, we can expect the brakes to apply and slow down the economy.

"It is not a strong enough case, however, to lead even the most pessimistic 'bear' to believe that we are in for a serious set-back."

Roy Wenzlick, noted St. Louis, Mo., real-estate analyst, told the convention of his belief that interest rates of the last 20 years were abnormal, today's interest rates are more normal, and that tight money is the lesser of two evils. "We must accept them or abandon all hope of stopping inflation," he declared.

Other beliefs Wenzlick expounded to the Oklahoma lumbermen: The real-estate boom that started in 1943 is over; selling prices of existing housing will show no drastic decline in 1958; it is the duty of every American citizen to support the Federal government, but it is not the duty of the gov-

ernment to support any citizen.

"I am afraid," he added, "that the rigors of an inescapable readjustment from our inflationary policies may send many rugged individualists of the past to Washington with outstretched hands.

"Real-estate interests that have opposed public housing because it was a government subsidy will earnestly petition the government to subsidize their mortgage and construction activities. Self reliance has been severely weakened by the pampering of the individual until a large part of the present generation of businessmen have not learned how to stand on their own feet.

"It has been said that the readjustment ahead of us will separate the men from the boys. A friend of mine said that he thought one way you could tell a man from a boy would be that a man would walk around a mud puddle, while a boy would plow through it. I am not sure that many of us don't have mud on our shoes."

Paul Ely, president of the National Retail Lumber Dealers Assn., extended an invitation for all Oklahoma lumber dealers to attend the national convention. Chief Sugar Brown of Oklahoma's Otoe Indian tribe, made Ely an honorary member with colorful headdress and the Indian name of Wanarghehe Nawahahega. His name in Indian means "Chief Highest Tree Man."

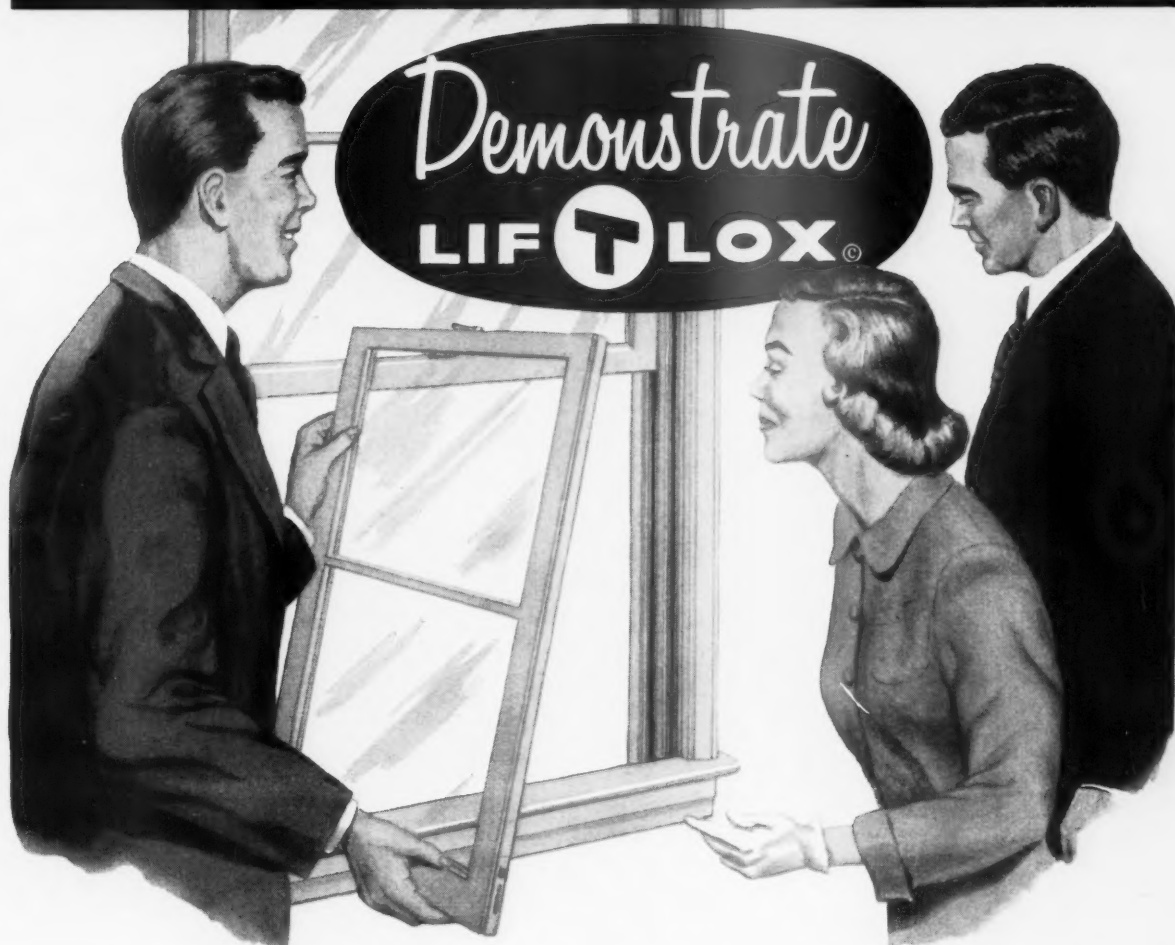
The new officers of the Oklahoma Lumbermen's Assn. include R. E. Fraley of Ardmore who succeeded Tulsa's Ira Crews as president; Fred Templeman of Enid, vice-president; Frank Carey Jr. of Oklahoma City, treasurer; and Bill Morgan, secretary-manager.

## Test House Features Versatile Plastic

The Plastics Division of the Curtiss-Wright Corp. recently unveiled an experimental house in New York City. It has walls, roofing, insulation, curtains, draperies, carpet cushions, and furnishings all made of a plastic material called Curon.

Curon is a heat-and-sound resistant material available in spongy form, pliable sheets, or as a stiff material for use in wall tiles. According to the company, the extremely lightweight material is more durable than foam rubber or nylon.

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# PRODUCT BRIEFS

**DOOR VIEWER.** an all-aluminum, wide-angle-lens door viewer, has been introduced by Remington Hardware, Dept. SBS, 102 Greenwich Street, New York 6, N. Y. The rustproof door viewer is easy to install, requires only a single 1/2" hole. It affords wide view of outside and prevents outsider from looking in.

Write P500 on reply card, page 69.

**DEHUMIDIFIER.** Bryant's small size air dryer is said to be low priced because it needs no cycling valves, cycling towers, or timers. Model AO9A dehumidifier delivers 150 cu. ft. of free air per minute. The easily installed units can tackle almost any job of moisture control since they can be installed multiply in large spaces. Bryant Manufacturing Co., Dept. SBS, 2020 Montcalm, Indianapolis, Ind.

Write P501 on reply card, page 69.

**AUTOMATIC THERMOSTAT.** Tempotherm 365 Thermostat provides automatic clock thermostatic control of both heating and cooling functions, with automatic night setback and morning pickup for each. It functions 365 days and nights a year. The thermostat adapts to most standard heating and cooling air conditioning systems. General Controls Co., Dept. SBS, 801 Allen Avenue, Glendale, Calif.

Write P502 on reply card, page 69.

**SINGLE FITTING.** The aluminum alloy Hosking "300" is said to be two fittings in one because it holds both vertical and horizontal pipe or tubing. Four Hosking "300's" will support in excess of 20,000 pounds without extra bracing and without deforming the fitting. John H. Hosking Co., Dept. SBS, 1704 Howland Avenue, Cincinnati 23, Ohio.

Write P503 on reply card, page 69.

**SCREEN DOOR.** Hastings Aluminum Products, Inc., Dept. SBS, Hastings, Mich., offers a sturdy screen door constructed from 7/8" 63ST-5 extruded aluminum. It is designed for year-round use, particularly in Southern areas.

Write P504 on reply card, page 69.

**COLORLED ALUMINUM COATING** in red, green, copper, blue, and tropical white is offered by Yenkin-Majestic Paint Corp., Dept. SBS, Columbus 19, Ohio, under the trade name, Plastic Metal No. 100. Designed to go right over asphalt, asbestos, composition, metal, slate, tile and other type roofs, it is easily applied with roofing brush or squeegee.

Write P505 on reply card, page 69.

**STEEL BOLT** is designed to provide four-way bolt assembly. This self-locking Nylock bolt is now available from Bolt and Chain Division of Republic Steel, Dept. SBS, 1907 Carter Road, Cleveland 13, Ohio. The bolt locks wherever wrenching is stopped, and is vibration-proof, liquid-tight, and adjustable.

Write P506 on reply card, page 69.

**VINYL FLOOR TILE** with complete color restyling is announced by Robbins Floor Products, Inc., Dept. SBS, Tusculumbia, Ala. This floor tile contains 15 new colors spectrally balanced to provide wider latitude of selection by decorators and consumers.

Write P507 on reply card, page 69.

**PORTABLE HEATER** for construction jobs is offered by Scheu Products Co., Dept. SBS, 302 Stowell Street, Upland, Calif. This low-cost portable oil heater, of the salamander type, maintains 24 hr. safe curing temperatures for masonry work and provides warmth for workmen.

Write P508 on reply card, page 69.

**WALL PANELING.** The makers of Nu-Wood Panel-Tex, the Wood Conversion Co., Dept. SBS, 1st National Bank Building, St. Paul, Minn., offer these pre-finished wall panels completely pre-decorated, including pre-finished color edges. Colors include almond brown, cactus green, and lustre gray. Application can be made by four methods including clips, adhesive, staples, or nails.

Write P509 on reply card, page 69.

**RESIN CEMENT** is now offered by Smooth-On Manufacturing Co., Dept. SBS, 572 Communipaw Avenue, Jersey City 4, N. J. in self-metering tubes for easy mixing and measuring. This aluminum-filled epoxy resin compound, Metalset A4, can be used for smoothing and caulking, as a patching material for metals, wood, plastics, and concrete, and as a repair cement for leaking tanks, pipes, conduit, and windows.

Write P510 on reply card, page 69.

**CLOSURE STRIPS.** Rubatex Division of Great American Industries, Inc., Dept. SBS, Bedford, Va., has introduced closed cellular neoprene closure strips to provide permanent weatherproofing for corrugated roofing and siding. The closure strips are claimed to be easily installed, will assure an air-proof, water-proof, and dust-proof seal, and may be combined with metal, asbestos, glass or plastic construction materials.

Write P511 on reply card, page 69.

**FIREPLACE GRILL.** For easy entertaining, Alva Allen Industries, Dept. SBS, Clinton, Mo., suggest their Fireplace Barbeque Grill. Easily installed, it is mounted in any fireplace 25" or more in width and 24" to 39" in height. Grill swings away from fire for ease of serving. It comes in satin-black finish with plated grill.

Write P512 on reply card, page 69.

**PAINT ROLLER** that will paint pipes and other cylindrical surfaces is new product of the Wooster Brush Co., Dept. SBS, Madison Avenue, Wooster, Ohio. Known as Pipekoter, the roller is available in three sizes. Saves time and money.

Write P513 on reply card, page 69.

**ALUMINUM PAINT.** an air-drying mat finish aluminum paint which will not rub off, has been developed by the T. J. Ronan Co., Dept. SBS, 749 E. 135th Street, New York 54, N. Y. The paint is recommended as a finish for equipment surfaces, interior and exterior walls, and for railings and pipe bannisters. It is said to have excellent exterior durability and may be applied by brush, spray, or roller.

Write P514 on reply card, page 69.

**AUTOMATIC CLOSET LIGHT** is an inexpensive product offered by "Remcon" line of Pyramid Instrument Corp., Dept. SBS, 221 W. 57th Street, New York, N. Y. "Closet-Lite" requires no heavy armored cable and eliminates switch-box installation.

Write P515 on reply card, page 69.

**PIPE FITTINGS** of 3" 1/2 band and wye type, are now available from Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y. The fittings are composed of bituminous-fiber material similar to Orangeburg pipe. They require no calking, cement, or compounds for sealing joints.

Write P516 on reply card, page 69.

**KITCHEN FAUCET.** The Gyro Brass Manufacturing Corp., Dept. SBS, 51 Urban Avenue, Westbury, L. I., N. Y., offers the improved single lever mixing faucet. Features include a clear water spray, dripless operation, pressure balance and shut-off, and interchangeable moving parts.

Write P517 on reply card, page 69.

**MASONRY CLEANER.** The Goldblatt Tool Co., Dept. SBS, 1910 Walnut Street, Kansas City 8, Mo., offers a chemical masonry cleaner said to be more effective than muriatic acid but not as dangerous to men and equipment. Named Liquid Gold, the chemical will not burn flesh, is safe near aluminum windows, and is easy to use. It is said to be 99% soluble in water and washes from walls easily after use.

Write P518 on reply card, page 69.





# HELPFUL BOOKLETS Free!

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card below.

**101-J. WOOD SIDING FINISHES.** Three articles by John Keno are available in reprint form. They include "Natural Finishes for House Siding," "How to Remove Stains from House Siding," and "Prevent Paint Blisters and Stains on House Siding." Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**102-J. METAL BUILDING PRODUCTS.** Catalog 37 gives specifications and shows and describes uses of Vental fireplace circulars, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers, access doors, and other products for business and industry. Vental Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

**103-J. FIBER-GLASS PANELS.** New AIA folder gives complete technical data, specifications, and installation pictures of Lascotte fiber-glass panels. These include seven different Lascotte shapes and 13 different panel colors. Lynch Asbestos Co., Dept. 43 B, 2938 South Sunol Drive, Los Angeles 35, Calif.

**104-J. SCREEN PRODUCTS.** Complete line of Loxreen products is detailed in two-color catalog. Included are tension screens; Loxframe all-aluminum screens; Loxtrim screen frame parts, accessories, aluminum and stainless steel moldings, and extrusions. Loxreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

**105-J. CARPORT.** Folder shows sizes and uses of all-purpose SeaView shelter, from attached carport to free-standing patio. Built of aluminum with steel supports. Other literature on Flair window awnings and patio cover. SeaView Industries, Dept. SBS, 4636 N. W. 29th Street, Miami, Fla.

**106-J. VITRIFIED CLAY PRODUCTS.** Dickey's wall coping, flue lining, drain tile, Perma-line pipe and fittings are described and illustrated in free brochure. Sewage system installations are suggested. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2623, Kansas City 43, Mo.

**1-K. METAL LATH, ACCESSORIES.** Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co. Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

**2-K. WINDOW, DOOR PRODUCTS.** Vulco aluminum screens and shutters, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulco Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

**1-L. CEDAR-SHAKE PACKAGE.** Literature describes a handy consumer package of Shakerstown Glumac shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 28310 Kinsman Road, Cleveland 22, Ohio.

**1-A. FLUSH DOOR INSERTS.** Catalog shows Dixilite glazed inserts, Dixilover door louvers, and Dixiplant decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 280 Garnett Street S. W., Atlanta 3, Ga.

**2-A. RUST-RESISTANT NAILS.** Pocket-size handbook gives specifications for rust-resistant Storm-guard nails, double-dipped in molten zinc. Shows 35 styles and sizes with chart of uses. W. H. Marx Co., Dept. SBS, 490 Church Boulevard, Peru, Ill.

**3-A. DOOR LITE INSERTS.** Southern Door Lite Co., Inc., Dept. SBS, 46 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plants for flush doors. Specifications included for Royalites, Royalelvers, and Royalplants.

**13-B. INCINERATORS.** Denley Incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fuel-fed, floor-fed garden, and prefabricated steel models. Denley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

**14-B. TENSION SCREENS.** New dealer sales manual outlines 22 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Radiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

**15-B. LUMBER PACKAGING.** "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Siskkraft Corp., Dept. SBS, Attleboro, Mass.

**18-B. WALLBOARDS.** Colorful literature presents Plastergem's complete lines of laminated fiber wallboards, Lockaire Paintco interior, and Asphaltic sheathing insulating boards. Free samples. Plastergem Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

**19-B. PANEL WINDOW UNIT.** The Zuber Beautiful panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

**23-B. BITUMINOUS SEWER PIPE.** "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

**24-B. ASPHALT ROOFING MATERIALS.** Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

**33-B. MASONRY WALL REINFORCEMENT.** Ballein gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coured, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

**39-B. METAL MOLDINGS.** A 28-page catalog shows full line of Premier aluminum and stainless steel moldings and trims. It explains uses, application, dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1075, Youngstown, Ohio.

**45-B. MORTAR CEMENT.** "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

**101-B. BUILDING PRODUCTS.** The new 68-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes jalousies, sidewalls, shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

**102-B. WOOD DOORS AND WINDOWS.** A folder and catalog sheet present Rimco Stylors that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

**103-B. WESTERN PINE SOURCES, USES.** WPA's 1957 membership directory lists 446 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Oregon.

**104-B. ASPHALT ROOFING, ASBESTOS SIDING.** Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Ruberoid asbestos clapboard siding. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

**105-B. ALUMINUM PRODUCTS.** Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung windows; combination storm-screen doors; and combination storm-screen door with self-storage compartment. Weather-Proof Co., Dept. SBS, 1407 E. 48th Street, Cleveland 3, Ohio.

**106-B. FIE FLYWOOD FACTS.** Available to dealers and their employees for which home addresses are sent to Douglas Fir Flywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

**106-B. WOOD KITCHEN CABINETS.** The Dixie Maid line of wood cabinets for kitchen walls,

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base, and corners come in birch, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid kitchen jumbo post-cards also available from Dixie Cabinet Co., Dept. SBS, Merristown, Tenn.

**109-B. WOOD AND MASONRY TOOLS.** Catalog No. 66 in 46 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2906 Waverly Avenue, Cincinnati 12, Ohio.

**110-B. PLASTIC WATER PUTTY.** Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 584-B, Des Moines, Iowa.

**111-B. WOOD WINDOWS.** "For Happier Living" is a 24-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

**112-B. IRON RAILING AND COLUMNS.** Folder explains installation of complete ornamental iron job for Do-It-Yourself trade, and lists parts required and installation procedure. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

**114-B. VENTILATORS.** The Leslie line of ventilating specialties and gravity ventilators is covered in a catalog folder, included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Avenue, Chicago 13, Ill.

**118-B. WOOD WINDOW WALLS.** Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexvent, casement, sliding, and double-hung. Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

**101-C. FLYWOOD PRODUCTS.** The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

**102-C. FIBER ROOF COATING.** "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

**103-C. BUILDING SPECIALTIES.** Joist hangers, timber rings, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 3761 E. 91st Street, Cleveland 5, Ohio.

**105-C. WESTERN LUMBER SOURCES.** A 44-page booklet, "Where to Buy," lists member mills, their fabricating and treating facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 5" explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland, Ore.

**106-C. WINDOW SASH BALANCES.** The new one-piece Spiralflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

**107-C. ALUMINUM DOORS AND WINDOWS.** Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on "Britt Sliding Glass Doors" and "Alenco Jr. Single Hung Aluminum Windows." Albright Engineering Corp., Dept. SBS, 2561 Wrentham Road, Houston 5, Tex.

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**104-C. PLASTIC-FINISHED PANELS.** Full-color catalog covers complete line of Marlite plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—Hi-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

**109-C. WOOD SHUTTERS AND DOORS.** The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5635 Willis Avenue, Dallas 6, Tex.

**1-D. ASPHALT ROOFING, SIDING.** Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

**4-D. ASBESTOS-CEMENT PRODUCTS.** Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Alac all-purpose board; Linabestos and Sheetrocks wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Kresbey and Mattison Co., Dept. SBS, Ambler, Pa.

**43-D. FARM BOOK.** Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 130 S. LaSalle St., Chicago 3, Ill.

**101-D. WEATHERSTRIP SASH BALANCE.** "Today—Quality Sells the Home Buyer" is an eight-page folder about the use of Zegars Dura-seal metal weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homeowners. Zegars, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

**102-D. ALUMINUM SLIDING GLASS DOORS.** "The Decorators Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

**104-D. INSULATING ROOF DECK.** A 20-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, cost comparisons, beam sizes, construction detail, and application tips. Insulate Division of Minneapolis and Ontario Paper Co., Dept. SBS, 590 Baker Building, Minneapolis 2, Minn.

**105-D. FARM STEEL PRODUCTS.** "Farmers and Ranchers Handbook" in 76 pages supplies data on specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

**106-D. WOOD AND METAL SCREWS.** Southern Screws Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

**108-D. STEEL FRAME BUILDINGS.** Eight-page

brochure shows standard sizes, details, accessories, and varied uses of Distixel rigid-frame buildings. It also presents all-steel triangular or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

**101-H. ALUMINUM NAILS.** Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

**102-H. FACT FILING FOLDERS.** Nineteen SBIRCO Fact Folders provide dealers with a handy reference library on such items as aluminum roofing and siding, asphalt products, farm gates, insulation, nails, etc. The company will mail the latest product information to dealers using Fact Folders. Southern States Iron Roofing Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

**104-H. ALUMINUM WINDOWS.** Five color brochures describe and illustrate Unice aluminum horizontal sliding, residential and commercial awning, casement, and double-hung windows. All brochures give specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

**102-I. WOOD GARAGE DOORS.** Two color brochures describe and illustrate the wide range of sizes, styles, and mechanical adaptations in Kaynar garage doors. Another brochure shows color photographs of carved panel garage doors in use. Kaynar Mfg. Co., Dept. SBS, Dixon, Ill.

**101-E. METAL WEATHERSTRIPS.** Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

**102-E. PRESSURE-TREATED LUMBER.** "Safeguard Building Dollars With Wolman's Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

**104-E. TRANSLUCENT PANELS.** The advantages, uses, and properties of shatterproof Corruflux, translucent structural panels are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations is included. Corruflux, LOF Glass Fibers, Dept. SBS, P. O. Box 20926, Houston 25, Texas.

**105-E. ALUMINUM JALOUSIES.** Conventional and unusual uses for Truscon Jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1950 Albert Street, Youngstown 1, Ohio.

**101-F. ALUMINUM WINDOW SCREENS.** 16-page component parts catalog illustrates to scale all formed shapes and parts for window screen fabricators. Also illustrated literature on screen doors. Uni-Temp Products, Inc., Dept. SBS, 1010 West Kansas, McPherson, Kan.

**103-F. MASONRY REINFORCEMENT.** Complete descriptions, specifications, uses, and an actual sample of Kay-Wall galvanized masonry reinforcement are included in an illustrated folder. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

**1-G. ALUMINUM SCREEN.** Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

**101-G. HARDWOOD FLOORING.** "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contains essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 320 Glenwood Avenue, S. E., Atlanta, Ga.

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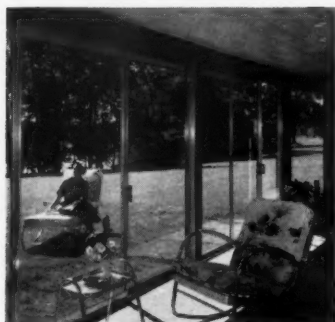
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# PRODUCT PARADE



## GLASS SLIDING DOORS

Oro Manufacturing Co., Dept. SBS, Adrian, Mich., presents a line of Sceneramic aluminum sliding doors.

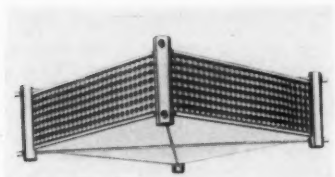
These units are moderately priced, and designed to utilize standard glass sizes. Factory assembly includes attachment of weather-stripping, door latch hardware, and nylon rollers.

Special features of the Sceneramic sliding doors include adjustable height roller in each panel for easy "on the spot" adjustment, heavy aluminum extrusion frame and door members, vertical and horizontal sizing, and ball bearings with nylon rims for smooth, silent operation.

Write P519 on reply card, page 69.

## KITCHEN LIGHT

Something different has just been introduced for the kitchen. It is a ceiling fixture, complete with three



sets of plasticized "old fashioned" gingham panels, which may be interchanged to blend with any color scheme. The panels are black and white, red and white, yellow and white. They come packaged with the fixture.

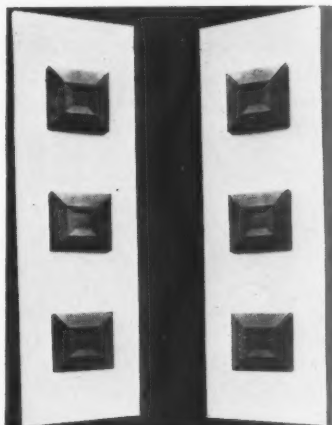
The 14" square fixture is said to afford maximum light with graceful appearance, and is trimmed in polished chrome. It is manufactured by Moe Light, Division of Thomas Industries Inc., Dept. SBS, 410 South Third Street, Louisville 2, Ky.

Write P520 on reply card, page 69.

## ALUMINUM SHUTTERS

Alside Aluminum Siding, Inc., Dept. SBS, 1415 W. Waterloo Road, Akron 14, Ohio, offers an aluminum shutter in 13 colors. The square- or diamond-shaped center ornaments also come in 13 colors, resulting in over a hundred color-design variations.

The shutters are 55" x 16". They are designed to complement aluminum siding jobs — and help close



sales. They are packed one set to a carton, including four installation screws.

The company claims that it takes only six minutes to install the shutters.

Write P521 on reply card, page 69.

## DOOR LATCH

A combination screen and storm door latch, featuring an external knob with optional keying, now is being



marketed by National Lock Co., Dept. SBS, 1902 7th Street, Rockford, Ill. The compact latch demonstrator is given with the first order of 20 latches.

A nylon latch bolt, opened from the outside by a seamless concave escutcheon and interior lever handle, is said to automatically unlock the latch when depressed against the strike to prevent the user from locking himself out.

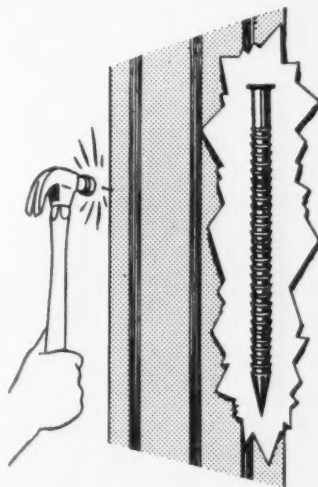
Reversible, the latch can be mounted easily on either right- or left-hand doors in a 1½" mounting space. It is adjustable for doors ¾" to 1½" thick.

Write P522 on reply card, page 69.

## HARDBOARD STEEL NAIL

Hardened steel nail, made of special high-carbon steel for installing interior hardboards, is announced by Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass. Engineered threads "lock" with the fibers of the wood into which the nails are driven providing a permanently tight fastening.

The nails are 1" x .058, made with

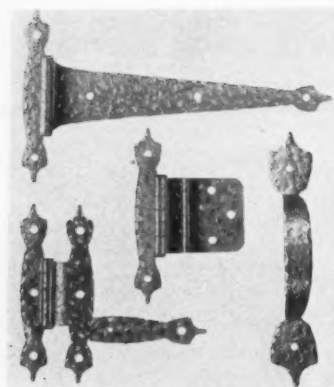


a tiny head which is virtually invisible when driven flush, and with a needle point. They count approximately 1,298 to the pound, and come in either quarter-pound or one-pound boxes.

In addition to regular finish, the nails are also supplied in ivory-colored lacquer finish for application of lighter-colored hardboards.

Write P523 on reply card, page 69.





### CABINET HARDWARE

Aubrey Hardware Manufacturing Inc., Dept. SBS, Union, Ill., offers a complete line of popular priced Early American cabinet hardware.

Featuring a colonial styling, the hardware is available in three electro-plated, hammered antique finishes: antique copper, black, and Swedish iron.

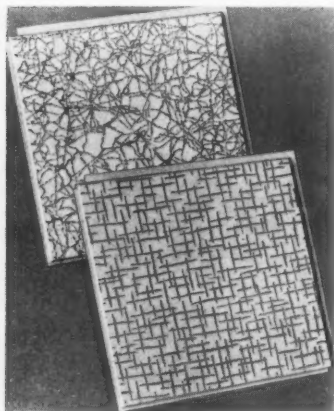
Case-hardened Pyramid Head screws are furnished with all pieces.

Write P524 on reply card, page 69.

### FANCY CEILING TILE

Two new ceiling tile patterns have just been introduced by the Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago, Ill.

Featuring handsome decorator colors, these patterns include bold brush strokes of gold on white background, and a silver lace design overlaid on white background.



The new tile comes in 12" x 12" size, is 1/2" thick, and is easily installed by stapling or nailing to wood furring strips.

Write P525 on reply card, page 69.

### 5/8" GYPSUM BOARD

New 5/8" Sheetrock gypsum wallboard is available from the United States Gypsum Co., Dept. SBS, 612 N. Michigan Avenue, Chicago 11, Ill.

The thicker Sheetrock offers builders added fire protection, resistance to impact, greater wall strength, and reduced noise transmission between rooms.

This thicker wallboard has a standard gypsum core and tapered edges. It is available in Sheetrock panels 8', 10', and 12' long, and 4' wide.

Write P526 on reply card, page 69.

### ALUMINUM FARM GATE

The Adams Engineering Co., Inc., Dept. SBS, P. O. Box 936, Little River, Miami 38, Fla., introduces the new ABC aluminum farm gate. It comes complete with hardware, ready for easy installation.

This gate is competitively priced with conventional sheet metal aluminum styles, yet it is much stronger because it is made with more expensive aluminum extrusions, the makers claim. The gate has T-bar braces and four-point riveting to prevent shearing or tearing.

Sizes range from 4 to 16 feet. The

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**Galbraith Steel & Supply Co.**  
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**International Paper Co.**  
Long Bell Division  
Amarillo, Texas

**Southwestern Glass & Millwork Company, Inc.**  
El Paso, Texas

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San Angelo, Texas

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**Cape Supply Company**  
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**Four States Supply Company**  
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New Orleans, Louisiana

**Victoria Sash & Door Co., Inc.**  
Shreveport, Louisiana

**Woodward, Wight & Co., Ltd.**  
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Nashville, Tennessee

**Wholesale Building Supply, Inc.**  
Bristol, Tennessee-Virginia

**Jackson Sash & Door Co., Inc.**  
Jackson, Mississippi

**McGinnis Distributing Co., Inc.**  
Meridian, Mississippi

**McPhillips Mfg. Company, Inc.**  
Mobile 2, Alabama

**Redds, Inc.**  
Florence, Alabama

**Teague Hardware Company**  
Montgomery 1, Alabama

**United Plywoods Corporation**  
Birmingham, Alabama

**United Plywoods Corporation**  
Montgomery, Alabama

**Atlanta Oak Flooring Company**  
Atlanta, Georgia

**Howard Lumber Company**  
Augusta, Georgia

**Plywood Supply Co.**  
Atlanta, Georgia

**Zuber Lumber Company**  
Atlanta, Georgia

**Atlanta Oak Flooring Company**  
Jacksonville, Florida

**Coronado Company**  
Jacksonville 6, Florida

**I. W. Phillips & Company**  
Tampa 1, Florida

**A. H. Ramsey & Sons, Inc.**  
Miami, Florida

**A. H. Ramsey & Sons, Inc.**  
Palmetto, Florida

**Timber Products Company**  
Orlando, Florida

**Athens Flooring Company**  
Dunbar, West Virginia

**Dealers Service, Inc.**  
Lee Hall, Virginia

**Sash, Door & Glass Corporation**  
Richmond 24, Virginia

**Tidewater Plywood Company**  
Norfolk, Virginia

**The Hiser Supply Company**  
Cumberland, Maryland

**The MacLea Lumber Company**  
Baltimore 3, Maryland

**Atlanta Oak Flooring Company**  
Charlotte, North Carolina

**Dealers Supply Company**  
Durham, North Carolina

**Eastern Lumber & Supply Co.**  
Winterville, North Carolina

**Hassinger Wholesale Co.**  
Greensboro, North Carolina

**Huttig Sash & Door Co., Inc.**  
Charlotte, North Carolina

**North State Material Company**  
Asheville, North Carolina

**Carolina Wholesale Company**  
Columbia, South Carolina

**Southern Sash & Door Company**  
Greenville, South Carolina

**Branch Office and Warehouse:**  
**Marsh Wall Products, Inc.**  
Atlanta 18, Georgia



gates have five or six panels and two crossbars except for size 14 and 16, which have four crossbars.

Write P527 on reply card, page 69.

## ALL-STEEL BUILDING

A new all-steel standard building for industrial uses is offered by the Truscon Steel Division of Republic Steel Corp., Dept. SBS, Youngstown, Ohio.

Designed for swift erection, the building features pre-engineered sections that can be fitted together in widths ranging from 32' up to 48',

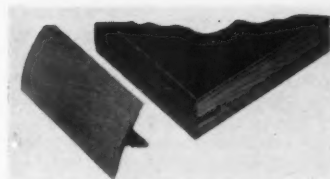
and heights reach to 12', 14' or 16'.

Truscon's standard building is of rigid frame design—shop fabricated from hot-rolled structural sections. Roofing and siding are 26 gage galvanized roll-formed ribbed sheets 24" wide and in continuous length.

Write P528 on reply card, page 69.

## PLASTIC EDGE MOLDING

Edgeform Products Co., Dept. SBS, 1604 S. LaCienega Boulevard, Los Angeles 35, Calif., introduces Edgeform Self-Edge "T" plastic molding, styled to match all patterns and colors of laminated plastic table and



counter topping—"flat" and "formed."

The "formed" Self-Edge "T" molding will go around a 5" radius without heating. The "flat" molding will circle a 3" radius without heating.

The molding comes in 8' lengths and in 1/32" thickness. It is easily installed by cutting a groove, vinyl cold-setting glue brushed on, and molding driven in for completed job.

Write P529 on reply card, page 69.

## GIANT PANEL TILE

The Homasote Co., Dept. SBS, Trenton 3, N. J., now offers Panl-Tile in a new size, 4' x 8', and 15/32" thick, grooved in 12" or 16" squares.

For the first time in dry-wall construction, both walls and ceilings can be "tiled" as much as 32 sq. ft. at a time. Because it is weatherproof, Panl-Tile may be used for interiors



**This small load of Marlite will panel an average 12x15 room...nets you a neat \$113 profit!**



Your profit per sale is much greater when you sell Marlite plastic-finished paneling.

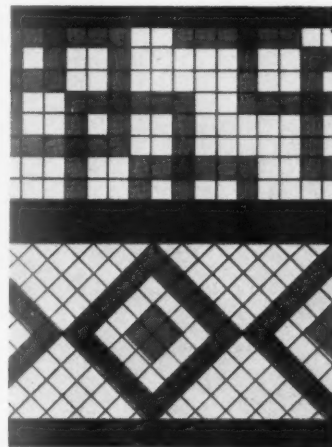
Compare your profit on other wall and ceiling materials for a 12x15 room with the \$113 you make on Marlite Plank and Block and the required Marsh mouldings and Marsh adhesive for the same room! Marlite is easy to handle, and easy to sell. You need carry only a limited stock of your fast moving items, for there is a convenient wholesaler in every area to fill your orders promptly. And the compact

Marlite packages require minimum space in your own warehouse storage.

Colorful Marlite advertisements in leading magazines reach your best prospects in both the residential and non-residential markets. And there are many effective selling and advertising aids available to help you sell Marlite! Call your Marlite representative or wholesaler today and take advantage of your building and remodeling sales opportunities with profitable Marlite. Marlite Division of Masonite Corporation, Dept. 1197, Dover, Ohio.

**Marlite®**  
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH



or exteriors. It is available unpainted or painted on one side.

A variety of designs is made possible through the use of vertical and horizontal motifs, secured for 10% additional cost.

Write P530 on reply card, page 69.

## RIGID PLASTIC PIPE

The Yardley Plastics Co., Dept. SBS, 142-44 Parsons Avenue, Columbus 15, Ohio, offers C/D rigid plastic pipe for conduits and drains.

Made of high-impact Styrene base material, the pipe comes in 10' and

20' sections, easily joined without special tools by fittings that are solvent-welded to the pipe. It is non-toxic, and can be installed with only three simple tools: saw, paint brush, and cement.

It is recommended for sewer connections, septic tanks, disposal beds, footings, storm and roadbed drains, conduit and industrial down-spouts. Sizes range from ½" to 4" for conduit uses, and from ½" to 6" for drains.

Write P531 on reply card, page 69.

### TILE MORTAR ADDITIVE

Researchers of the Tile Council of America, Dept. SBS, 800 Second Avenue, New York 17, N. Y., have discovered a mortar additive that reduces the time, effort, and costs of quality ceramic tile installation.

The new material is being marketed in the form of an integrated mix with portland cement and also as an additive to be mixed with cement on the job.

In extensive laboratory tests, the additive was found to be economical, easy to apply, have high bonding strength, and to be very flexible while reducing time of setting.

Write P532 on reply card, page 69.

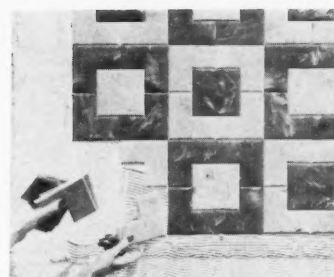
### FIBER-GLASS SCREENING

The first steel plant to produce Fiberglas screening, Cyclone Fence Dept., U. S. Steel's American Steel and Wire Division, Dept. SBS, Waukegan, Ill., weaves strands of glass to form long-lasting screening.

The Fiberglas screening is lightweight and resistant to corrosion, rust, heat or fire. It withstands shocks that cause "bulging" in ordinary screening, and has better visibility.

This Cyclone Fiberglas screening is easily identified by the red and white "barber pole" threads running through the selvage.

Write P533 on reply card, page 69.



a color selector card, and a graphic design sheet.

Write P534 on reply card, page 69.

### WOOD FOLDING DOOR

Milco Specialties, Inc., Dept. SBS, 7100 E. 15 Mile Road, Warren, Mich., offers wood Fold-A-Doors in pre-assembled cartons.

Fold-A-Door is pivoted from the top and bottom edge of the door by concealed hangers, and is easily adjusted with an end wrench. The door can be used between rooms as well as on a closet.

They are available in birch flush doors with matched veneers in pairs, and in white pine louver doors in stock sizes of 3', 4', 5', 6' x 6'8".

Write P535 on reply card, page 69.

### PLASTIC TILE


Artcrest offers plastic tiles which allow over 4,000 color and pattern combinations.


The tiles are in ¾ L-shapes with accompanying half, quarter, and eighth triangle pieces, and standard 4¼" x 4¼" field tile shapes.

The Artcrest Co., Inc., Dept. SBS, 255 W. 79th Street, Chicago 20, Ill., supplies a free plan kit with the tiles. The kit consists of seven basic designs and four border suggestions,


# DOORS

Access, Cleanout  
and Crawl Space





Cleanout doors are available in formed steel or cast iron; durable, close-fitting, easy to mount.



Crawl space doors are completely assembled, ready to install without special framing.

Access doors are available for tile, masonry, brick, wall-board, stone, wood; and with or without expansion wings for plastered walls.

Designed for the builder's convenience, Vestal metal doors are available for practically all building needs, in a wide variety of sizes and styles; quality construction guaranteed.

### VESTAL... Quality Name in Metal Building Products

Manufacturers of circulator fireplaces, fireplace dampers, ash dumps, foundation and under-eaves ventilators, steel mortar boxes, wall ties and joist hangers, drainage and sewerage castings.

For complete catalog, write Dept. SBS

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.



## HELPFUL LITERATURE

**COMBINATION WINDOWS.** Self-storing storm and screen windows, with wooden frame screens and aluminum inserts, are detailed in catalog sheet. It describes unit's advantages over all-metal and all-wood windows. Silcrest Company, Dept. SBS, 100 Thomas Street, Wausau, Wis.

**PINE FINISHES.** Full-color folders entitled "Fine Finishes for Recreation Room Paneling and Woodwork" and "Fine Finishes for Bathroom Paneling and Woodwork" are available from the Western Pine Assn. The folders are of envelope-enclosure size for dealers to include in customer mailings. Six finish effects are recommended for both recreation room and baths, and several completed jobs are shown in full color. Western Pine Assn., Dept. SBS, 510 Yeon Building, Portland 4, Ore.

**FIR PLYWOOD.** "Fir Plywood, America's Busiest Building Material" is a new four-color reference booklet from the Douglas Fir Plywood Assn. Written primarily for home-owners, it will be helpful also to others interested in plywood and the plywood industry from a non-technical point of view. Single copies free from Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

**PAINT CATALOG.** A 32-page catalog in full color illustrates and describes all products manufactured by the Seidlitz Paint and Varnish Co., Dept. SBS, 18th and Garfield, Kansas City, Mo. The Seidlitz catalog features two indexes specially designed to assist retail clerks, including "Type of Surface Index" and "Product Index."

**WOOD-TREATING PLANT.** A brochure entitled "How Posts and Poles Are Pressure-Treated at the Dierks Plant" is available from Dierks Forests, Inc., Dept. SBS, 1006 Grand Avenue, Kansas City, Mo. The booklet shows and graphically describes operations at this huge plant near DeQueen, Ark., in step-by-step process of treating lumber.

**COMMISSION LUMBER SALESMEN.** The 1957 annual roster of the National Assn. of Commission Lumber Salesmen, Inc., Dept. SBS, 3903 Olive Street, St. Louis 8, Mo., is now available. It also includes a complete yearly account of progress in the lumber industry, with roster and editorials by leaders in the lumber field.

## 1957 SUCCESSES Prove Power of Dynamic Esther Williams Swimming Pool Program

You, too, can make money in this booming new industry

Builders, Contractors, Lumber Dealers, Building Supply Wholesalers and smart businessmen are finding Esther Williams Swimming Pool exclusive franchises a profitable new business.



Vince Buck, Spokane, formerly prominent builder, now exclusive Esther Williams Swimming Pool distributor for the Inland Empire (with partner Leo Higbee) checks on Esther Williams Swimming Pool installed in model house by Fred Wolf, successful Spokane builder. Vince Buck and Leo Higbee say:

"Our exclusive distributorship for Esther Williams Swimming Pools in the Inland Empire is going great. We set up 8 dealers in 60 days and we're really moving pools."

### THE PERFECT POOL—

All concrete, in-the-ground, beautifully designed with complete top-quality equipment.

### FOR MOTELS AND HOMES—

A separate, complete line and promotion sells motels, clubs and communities. This big, profitable market is "hot" right now during Fall and Winter.

### 1957 SUCCESSFUL—

### 1958 SENSATIONAL—

The boom is just beginning! Our big 1957 program, with full page color ads in Life, Better Homes and Gardens, Good Housekeeping, TV, Radio — and tie-in with Pepsodent, will be dwarfed

by what we do in 1958. Thousands of sales leads will need to be handled — many in your market — and many on hand right now!

### CAN YOU QUALIFY?—

We can consider only successful businessmen with a keen sense of selling and merchandising. A five-figure investment is necessary for opening, self-liquidating inventory. We'll supply you with complete know-how in sales, installation, advertising and promotion. Your reward is a profit potential of \$25,000 to \$250,000, varying with exclusive area. Write today, outlining your interest. We'll be in touch with you promptly.

## INTERNATIONAL SWIMMING POOL CORPORATION

Exclusive Manufacturer of the Esther Williams Swimming Pools  
59 Court Street, White Plains, New York



You'll recognize Esther Williams Swimming Pools by their unique advanced design, pure sparkling water and custom tailored beauty . . . at homes, motels, clubs and model houses everywhere!



# SILENT SALESMEN

## COMPLETE MILLWORK MERCHANDISER



As part of its merchandising program for authorized dealers, National Woodworks, Inc., provides the compact, attention-getting floor display unit seen here.

Mounted on sturdy metal stands, this handsome panel displays "a unit for every opening in the house." It requires about 2½ by 4 feet of floor space, and has a colorful sign on top with the National Woodworks emblem and a list of products.

On one side are actual working models of Ready Hung interior and exterior door units, by-pass door

unit, and Foldaway closet front.

On the other side of the display are small, removable models of Quality Seal slider, panel, awning, and double-hung window units.

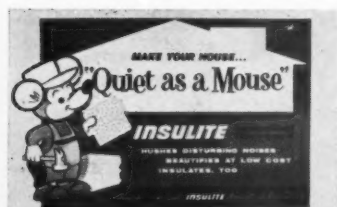
Consumer literature on all models is kept handy in wire racks. A framed panel on the edge of the central display panel shows samples of wood moldings and trims. Samples show both cross-section and surface designs.

**Contact:** National Woodworks, Inc., Dept. SBS, P. O. Box 5416, Birmingham 7, Ala.

## ACOUSTICAL TILE DISPLAY

"Quiet As a Mouse" is the theme of a new special promotion designed to help lumber dealers boost tile-board sales. It emphasizes sound-conditioning with Insulite acoustical tileboards.

Window and wall banners, wire hanger posters, hanging mobile displays, and counter and floor displays all carry the sound-conditioning message. The center of attention is



a large floor display featuring an eye-catching sign mounted on top of a candy-striped pole. The unit can be surrounded by cartons of Insulite tile.

**Contact:** Insulite, Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

## ADHESIVES DISPLAY

The full line of Atlas adhesives is grouped attractively on self-selling display rack offered by Flintkote. It was designed to show adhesives for every building need.

The steel-and-plywood rack occupies a floor space of 15"x32". It carries a stock of six quarts, 12 one-gallon cans, one three-gallon pail, and one five-gallon pail.

The Flintkote Atlas brand name



is displayed at top, with a section for sales aid literature on back.

**Contact:** The Flintkote Co., Atlas Adhesive Division, Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

## POLYVINYL ACETATE PAINT

The Southern Coatings and Chemical Co. offers two new color-swatch brochures on its lines of White Circle exterior and interior polyvinyl acetate paint.

Vi-Nall is recommended — in 12 colors — for exterior surfaces. Vina-Flo gives velvet finish to dry-wall construction and comes in 12 colors.

**Contact:** Southern Coatings and Chemical Co., Dept. SBS, Sumter, S. C.

## CABINET HARDWARE

Finished with an ebony frame surrounding a white perforated hardboard background, Weslock's new counter displays were designed to show the complete lines of 500, 800, or 900 series of cabinet hardware.

The display mount measures 9" x 13" at the base. It is 15¼" high, and weighs 3¼ lbs.

**Contact:** Western Lock Manufacturing Co., Dept. SBS, 2075 Belgrave Avenue, Huntington Park, Calif.





# DEALER NEWS

## VIRGINIA

**ROANOKE:** Claude A. Hodges, treasurer of the Hodges Lumber Corp. here, has been appointed a member of the national FHA Title I Industry Advisory Committee by Norman P. Mason, commissioner of the Federal Housing Administration, Washington, D. C. Hodges is a member of the board of directors of the Virginia Building Material Assn.

**CHARLOTTESVILLE:** W. Albie Barksdale, long time head of the Charlottesville Lumber Co. and charter president of the Virginia Building Material Assn., is now a lumber wholesaler. He represents Dant and Russell, Inc., in the Chesapeake Bay region. His offices are at 1140 Investment Building in Washington 5, D. C.

## KANSAS

**NEWTON:** Jim Duke Jr. has taken over the management of the Duke Lumber Company here from his father, J. L. Duke, who will remain with the firm. Young Duke was formerly manager of the Everitt Lumber Co. in Colorado Springs, Colo.

**HEALY:** A \$35,000 combination service station, hardware store, and lumber yard is being constructed here by the Healy Cooperative Hardware and Oil Co. Lee Cramer will be manager.

**LIBERAL:** Formal opening of the M and S Building Supply Co., on east US-54 highway here, was a recent event. The buff brick structure is located at 376 East Ash Street.

## MISSOURI

**MOBERLY:** Phil Erickson became manager of the Long-Bell Lumber Co. here recently, succeeding W. B. Mich. Erickson had been with the Long-Bell Co. at Newkirk, Okla. for the past five years, and has been associated with the firm for 11 years.

**RICHMOND:** Glenn Dodson is the new manager of the Fullerton Lumber Co. here, coming to Richmond from Jefferson, Iowa. Dodson has managed lumber yards in Iowa for 23 years.

**GALT:** The Variety Timber Lumber Co. is being set up here at the old canning factory. The new business will have J. V. Kriewitz

of Gentry, Ark. as its general manager, and F. M. Starr of Trenton as the buyer.

**BURLINGTON JUNCTION:** The Ferguson Lumber Co. is going out of business, Manager Roy Ferguson announced. The Ferguson Co. was founded in 1922 by Ferguson's father, Charles T. Ferguson.

**KIRKSVILLE:** The Adair Lumber

Co., Inc., recently announced the purchase of the Leisure Acres Red-E-Mix Concrete Co. from Mr. and Mrs. George Perkins. Walter L. Turner, who has been with the Adair company 16 years, will manage the newly-acquired plant. Its new name will be the Kirksville Red-E-Mix.

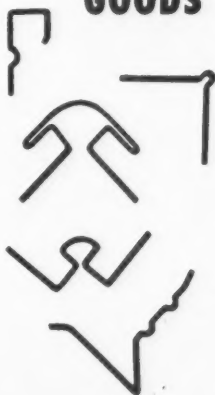
## OKLAHOMA

**PRYOR:** Tom Freddle of Elk City, Kan., has taken over the management of the Independent Lumber Co. yard here.



*Kelley*

**DELIVERS  
THE  
GOODS**



*Kelley*



The three Kelley warehouses are stocked for one purpose: To let you keep a low inventory, depending on Kelley to deliver the goods when needed. Low inventory, increased turn-over mean one thing—a bigger profit for you. Kelley's new



warehouses in San Antonio and Dallas and its main plant in Houston are ready to supply you now. Call Kelley for formed goods, galvanized ware, fencing, fence gates, and all builders metal products.

**MANUFACTURING CO.**

P. O. BOX 17, HOUSTON, TEXAS  
SAN ANTONIO DALLAS

## LOUISIANA

**SHREVEPORT:** Grand opening of the Mt. Zion Lumber and Supply Co. was recently held at 607 Mt. Zion Road.

## TEXAS

**DALLAS:** Van M. Lamm of the Lamm-Grogan Lumber Co. here has been elected president of the suburban Oak Cliff Chamber of Commerce. He also serves as president of the Oak Cliff Rotary Club and as a director of the Lumbermen's Assn. of Texas.

**CRYSTAL CITY:** The Alamo Lumber Co. has purchased the Wallis Lumber Co. here. Ed Boyer will continue as local manager. Owner Robert L. Guyler, who has owned and operated the Alamo company since 1932, gave increasing demand of his time for his construction business as his reason for selling.

**GROVETON:** The H. L. Taylor Lumber Co. has added a cabinet shop to the rear of its store here. The shop will specialize in cabinets, screen windows, and aluminum frame doors. A. A. Skidmore is manager and operator.

**HOUSTON:** Fire destroyed the

Houston Lumber and Salvage Co. here at an estimated loss of \$500,000. Allen Field, owner of the company which has been in operation since 1949, indicated that rebuilding would begin immediately.

**NACOGDOCHES:** Formal opening of Temple Lumber Co., 1217 North St., was held here recently. Fred Barrington is manager, and Bob Satterwhite is assistant manager. The new company will specialize in home improvement and new construction.

## NORTH CAROLINA

**KINGS MOUNTAIN:** Majority stock interest in the Kings Mountain Lumber Co., Inc., here has been purchased by W. Y. Ellis of Shelby. Jack Mercier will continue to manage the new corporation, which will be known as Ellis Lumber Co., Inc.

**GREENSBORO:** The Atlantic Builders Supply Co. is going out of business here.

## FLORIDA

**MIAMI:** Samson Concrete Industries, Inc., announce the opening of their new Butler ready-mix concrete and block plant at 7200 Coral Way here. This plant, and the one at 500 N.W. 10th Avenue in Homestead, are under the supervision of Sam and Murray Levine.

## KENTUCKY

**DANVILLE:** The Stagg Lumber Co. is celebrating the 50th year of service in the lumber industry of its Joseph O. Stagg. He has been with the company here for 39 years.

**WEST PRESTONSBURG:** The VanHoose Lumber Co. here suffered damages estimated at \$200,000 by fire that swept through the plant. F. S. VanHoose of Paintsville is president. He established the local branch in 1928.

## WEST VIRGINIA

**WHEELING:** The Scott Lumber Co. has appointed Vic Maitland & Associates, Inc., of Pittsburgh, to handle all advertising and public relations for it and its subsidiaries: Scott Homes; Scott, Inc., and Wholesale Distributors, Inc., of Parkersburg; and the Phillips Lumber Co., New Martinsville.

## ARKANSAS

**BLYTEVILLE:** Fire destroyed a lumber storage building at the E. C. Robinson Lumber Co. here recently.



**CALIFORNIA  
Sugar Pine**

**TW&J Sugar Pine** is high altitude, slow growth, premium stock with the smooth, easy working, soft texture demanded by pattern makers, millwork manufacturers and wood craftsmen.

**THOROUGHLY KILN OR AIR DRIED TW&J Sugar Pine** is precision manufactured from 4/4 to 16/4 and held in large storage sheds for year-around delivery.

The West's largest producer of Sugar Pine with 10 mills in the heart of the High Sierra Sugar Pine belt-to serve you.

**TARTER, WEBSTER & JOHNSON, INC.**  
P.O. BOX 3498  
San Francisco 19, California  
PRospect 6-4200 Teletype SF 211

For top quality lumber and lumber products look to - **TW&J**





# GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776

TAMPA 5, FLORIDA

## PHIFER ALUMINUM NAILS

### THE NAIL THAT NEVER FAILS . . .

- Never fail because they're made from aluminum rod to finished nail entirely in our plant. We control production throughout. Accurate diameters are maintained, tempering is electrically controlled and frequent inspection assures a uniform product.
- You can depend on Phifer for all your needs. Roofing, finishing, casing, siding, common — we have them all in every size — plus many special purpose nails. Write for brochure and size chart.

### MODERN PACKAGING . . .

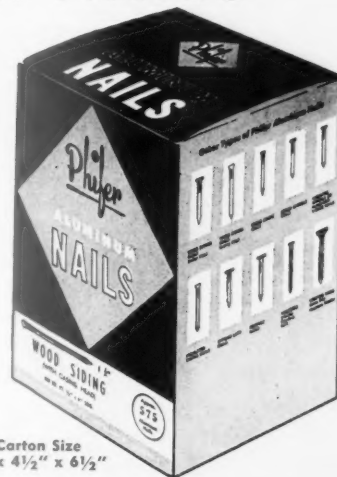
- All Phifer Aluminum Nails are packed in conventional 50 lb. cartons. All except common nails are ALSO packed in the "job size" container shown at right — shipped 16 to a master carton. Convenience plus!

Produced by One of  
America's Largest Manufacturers  
of Aluminum Insect Screening

## PHIFER WIRE PRODUCTS

BOX 9007

TUSCALOOSA, ALA.



Carton Size  
4" x 4 1/2" x 6 1/2"

PHIFER WIRE PRODUCTS  
BOX 9007, Tuscaloosa, Ala.

Send us brochure and price list with specifications on Phifer Aluminum Nails by return mail.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## OBITUARIES

**DANIEL HINTON BOOZER**, 56. Owner of the Boozer Lumber and Supply Co., Anniston, Ala.

**JOHN B. COPELAND**, 66. Timmons-ville, S. C., lumberman since 1921.

**SHELBY PRESTON**, 75. Sales manager of the plywood division of Anderson-Tully Lumber Co., Memphis, Tenn.

**WALLER BEAN**. Manager of the Home Lumber Co., Winchester, Ky.

**OMER HIPPOLITE JUNOT**, 64. Former president of Jeanerette Sash and Door Distributors, Jeanerette, La.

**J. R. GIDDENS**, 68. Former part-owner of Blessing and Giddens Mill and Lumber Co. in Dallas, Tex. Recently with Ready-Cut Mill and Lumber Co. in Dallas.

### Win Color TV Sets

Grand-prize winners in the recent Durall "Certified Expert" dealer merchandising program were the William Lumber Co.,

Brookneal, Va.; Frazer Supply Co., Hinesville, Ga.; and the Highland Lumber Co., Fayetteville, N. C. These dealers won color television sets by selling large volumes of Durall tension screens for windows, porches, and breezeways.

Polaroid cameras were won as second prizes in the contest by the Peninsula Supply Co., Newport News, Va.; Huntsville Lumber Co., Huntsville, Ala.; and the Irvin Manufacturing Co., Winston-Salem, N. C.

## CERAMIC TILE

(Continued from page 38)

ventory of tiles, tools, and adhesives would come to about \$1,200 investment for the dealer.

Three grades of tile are stocked in the Munford stores. These include Commercial at 59 cents a square foot, Special at 69 cents, and Standard at 79 cents. Rental tools include a tile cutter and nippers for cutting round indentions in tiles to fit around pipes, etc.

The Decatur and other Munford stores in Georgia realize a mark-up of 40 per cent on all tile sold at retail level, and 30 per cent mark-up on sales to contractors.

The Munford store managers pointed out the importance of good illustrated instruction sheets and displays. A store display in each store now shows the use of the stick-on type cement in a finished wall-tile installation.

Five basic factors in merchandising contribute largely to the profitable sale of ceramic tile by the Munford stores, according to President Munford. These factors include:

1. Adequate stocking of low-cost, FHA-approved and tested ceramic tile.

2. Effective display of wall and floor tile in tile centers, assembled with necessary materials and equipment for installation.

3. Free estimates given to customers.

4. Rental tools for home installation — for nominal per-day fee.

5. Guarantee of materials and the finished job.

Munford's slogan in all stores is: "We guarantee your work." This gives customers added assurance of follow-up on difficult jobs.

**Lumber and building material** dealers are the natural outlet for ceramic tile. As new house construction slacks off, remodeling continues to gain. Profits will rise for lumber and building material dealers who merchandise ceramic tile. This is particularly true for dealers in resilient floor coverings and plastic wall tiles.

The use of tile per home is up — not only in the bathroom, but also in the kitchen, family or recreation room, and patio. There is an additional huge market for ceramic tile in schools, stores, and other commercial buildings.

With ceramic tile now available to the small-town lumber dealer, with reduced costs as a result of automation in manufacture of tiles, and with installation simplified by the easy mastic method, ceramic tile is fast becoming the "building material of the hour."

## DEALERS SELL



## FAMOUS BRAND TANDROTINE PAINT THINNER

ECONOMICAL  
NON IRRITATING  
PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster turnover and higher markup. Stock TANDROTINE — today!

**HAS YOUR ADDRESS CHANGED?**  
If SOUTHERN BUILDING SUPPLIES is not coming promptly to your correct address, with box No. or street and zone, please let us know. Write to SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 8, Ga.



# WHOLESALE NEWS

## Lotus Williams Buys H. H. Carson Lumber Co.

Miss Lotus B. Williams, who had been sales manager of the firm for over four years, has purchased the H. H. Carson Wholesale Lumber company from the veteran lumberman by that name. She will continue to operate the firm under the same name, as sole proprietor.

Miss Williams has been connected with the Carson company since it was formed in Tryon, N. C., 12 years ago. She said she soon would expand the sales staff to better service lumber dealers in the Carolinas, Virginia, and adjoining states.

In the lumber business for 40 years, H. H. Carson will continue with the company in a sales capacity. It sells a complete line of West Coast and Southern lumber and wood products.



**CONSTANTINE ROBINSON JR.** is the new sales manager for the Richmond, Va., warehouse of the Reynolds Aluminum Supply Co., formerly the Southern States Iron Roofing Co. Con Robinson joined SSIRCO in Savannah in 1941 and has served with this regional distributor of building materials and industrial metals in Savannah, Raleigh, New Orleans, and Richmond. A graduate of the University of Georgia, he has been with the firm in Richmond since 1949. He now directs sales activities throughout Virginia for the Reynolds Aluminum Supply Co.

## 18 Miami Area Dealers Form Wholesale Co-Op

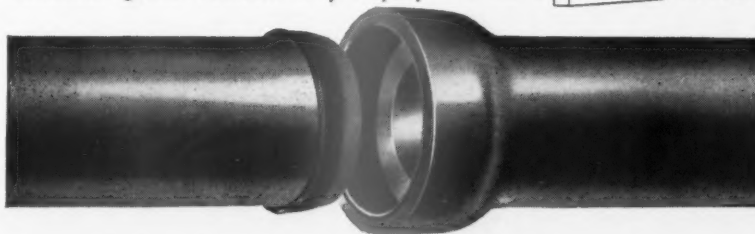
To handle reserve stocks of building materials as a wholesale service to retail lumber yards, Reserve Supply of Florida, Inc., has been organized in Hollywood, Fla. The firm is composed of 18 member companies with 27 yards

or stores in the greater Miami area.

General manager of the new wholesale firm is Charles W. Martin, who has served as secretary-treasurer of the Mack Lumber Co. in Hollywood since 1947. Martin has 21 years' experience in the retail lumber field — 10 in Indiana and 11 with the Mack firm. He is past-president of the Hollywood Rotary Club and Junior Chamber of Commerce.

Reserve Supply of Florida, Inc., will be located in a 150x160-foot building at 30th Avenue and the SAL railroad.

Another good reason why it pays to be a **Dickey** Dealer



## NEW Dickey PVC Coupling outperforms other joints

The new Dickey PVC Coupling of polyvinyl chloride is fused to Dickey Perma-Line\* Pipe at the factory. It makes Dickey the easiest pipe there is to lay. A firm push completes the joint...and what a joint it is! It shuts out roots and ground water...locks in sewage.

Dickey Perma-Line Pipe, with the new Dickey PVC Coupling, gives Dickey Dealers a pipe that can be promoted and sold effectively and conscientiously in the face of all competition. Its performance exceeds the claims made for pipes of other materials. Now you can offer the world's most enduring material...clay... with a coupling that defies comparison.

\*Registered Trademark

Send today for free  
fact-filled Bulletin 718



W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo.,  
Meridian, Miss., San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better



MAIL THIS COUPON TO  
NEAREST DICKEY OFFICE

W. S. DICKEY CLAY  
MFG. CO.

Please send me, without cost or obligation, a copy of your illustrated Bulletin 718 — "The New Dickey PVC Coupling."

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

708



Your customers will be asking for...

**MAZE**

**STORMGUARD**

TWICE-DIPPED in MOLTEN ZINC

**NAILS**

THERE'S NOTHING LIKE 'EM!

- ✓ WON'T RUST, STAIN, OR STREAK!
- ✓ HARD STEEL CORE... DRIVE BETTER... HOLD TIGHT!
- ✓ STRONGER THAN ALUMINUM... COST ABOUT 1/3 LESS!

FOR ALL EXTERIOR WORK!

- ROOFING
- SIDING
- TRIM

From Coast to Coast—positive All-Weather, Salt-Air protection!

**QUICKER SALES** and MORE PROFIT!

It's easier to make money selling Maze quality nails... attractive dealer prices! Maze's STORMGUARD line is backed by advertising to reach more customers for you—builders, carpenters, siding and roofing applicators.

#### A TYPE FOR EVERY NEED...

Including Anchor (ring-shank), Spiral, Barbed, Plain Shanks... also Colored Siding Nails—11 stock colors... Full Range of Sizes!

Don't forget Maze's other Profitable nail lines—group your orders with STORMGUARDS and save!



WRITE FOR FREE HANDBOOK & SAMPLES

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
STATE \_\_\_\_\_ CITY \_\_\_\_\_

"IT PAYS TO BUY MAZE"  
**W. H. MAZE COMPANY**  
PERU 14, ILLINOIS

## Sash and Door Jobbers to Hear Dr. G. C. Smith

Members of the Southern Sash and Door Jobbers Assn. and their suppliers return to the Roosevelt Hotel in New Orleans, La., for their 18th winter meeting, December 2-4.

At the business session Tuesday morning, Dr. George Cline Smith, vice-president of the F. W. Dodge Corp., New York City, will discuss the construction outlook for 1958. Association representatives will discuss 1958 industry plans.

A membership meeting will be held Tuesday afternoon. The board of directors will meet Wednesday morning.

A golf tournament will be held all day Monday at the Metairie Country Club.

## STRICTLY WHOLESALE

KANSAS CITY MO.: The Roddis Lumber and Veneer Co. has opened its warehouse and offices in a new building at 1016 Southwest Boulevard here. A fire almost destroyed the old plant here a year ago. Warren Weaver is president of this distribution firm, which was established here in 1922.

RICHMOND, VA.: Millard I. Binswanger, vice-president and general manager of Binswanger & Co., Inc., was the proud recipient of the 1957 Thompson award of merit as the "man of the year" at the recent convention of the Flax Glass Jobbers Assn. Binswanger has served the industry for years as committee chairman and president, and is now a member of FGJA's board of directors and executive committee.

CINCINNATI, OHIO. The Formica Corp. has announced new distributorships for two Southern states. They are the May Supply Co. in Little Rock, Ark., and the Central Woodworks, Inc. in Memphis, Tenn. The May Co. will handle most of the Formica distribution in Arkansas. Central Woodworks will distribute Formica products in west Tennessee and northeastern Arkansas.

LITTLE ROCK, ARK. Miles O. Moore has been named manager of the window and door division of the Bush-Caldwell Co. here. Bush-Caldwell has recently acquired distributorship for Penco and Anco aluminum windows. Kenneth Tugwell has been named service manager of the window department.



As a dealer I know it's important to stress quality and performance for products I handle. That's why when lumber is being used near the ground or in contact with masonry, I tell the buyer to use Wolmanized® pressure-treated lumber. Then I know the lumber will last a lifetime and give complete protection against termites and rot. I've found that when I call attention to the low cost protection of Wolmanized pressure-treated lumber, it brings in more lumber business.



### PRESSURE-TREATED LUMBER

If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.



Wolman Preservative Dept.  
KOPPERS COMPANY, INC.

1456 Koppers Building, Pittsburgh 19, Pa.



**Wolmanized®**  
PRESSURE-TREATED LUMBER

## DEPRECIATION

(Continued from page 45)

decision as to the number of years over which you feel it is fair and reasonable to write off the cost of the adder, less salvage value, of course. This is so because only you know the exact conditions under which the adding machine will be working.

**Q:** You mention the "salvage value." Just what does that mean?

**A:** Salvage value means the amount you expect to recover from the sale of the machine at the end of its useful life. Of necessity this has to be a guess, but try to make it an educated guess rather than picking a figure out of the blue.

**Q:** What are the basic methods for computing depreciation?

**A:** In the building-supply field, the ways to compute depreciation are: the straight-line method, the sum-of-the-years-digits method, and the declining-balance method.

The straight-line method, which is a fairly popular one, is predicted on the assumption that wear and tear are uniform during the useful life of the equipment. Therefore, the cost of the item less its estimated salvage value is depreciated in equal amounts over the estimated useful life.

Both the sum-of-the-years-digits method and the declining-balance method are predicated on the assumption that the depreciation is higher in the early years and lower in the later years of the life of a piece of equipment.

The years-digits method works as follows: different fractions are used each year against the original cost, less salvage value. The numerator of the fraction represents the remaining useful life of the item each year and the denomi-

nator, which always remains the same, represents the sum of the digits of all the years corresponding to the estimated longevity. For example, if the piece of equipment has an estimated life of four years the denominator of the fraction would always be 10, since 4 and 3 and 2 and 1 equal 10. For the first year 4/10 of the cost (less salvage value) would be depreciated, 3/10 in the second year, etc.

Under the declining-balance method of depreciation, the depreciation base is lowered each year by the amount of the depreciation deduction and a steady rate is applied to the balance that result. Under Federal income tax provisions, this declining-balance rate may be as high as 200 per cent of the straight-line rate.

**Q:** Could you perhaps show a numerical comparison of these methods?

**A:** Surely. The tabulation below shows for each of the three methods the annual depreciation charge as well as the accumulated depreciation up to the end of any given year. The basic facts used in the preparation of this table are as follows: It was assumed that a group of equipment cost \$10,000 and had a negligible salvage value. It was estimated that the useful life of the items would be four years.

You will note that under the straight-line and sum-of-the-digits methods the accumulated depreciation is \$10,000 at the end of the fourth year, whereas under the 200% declining-balance method the accumulated amount is only \$9,375. The balance of \$625.00 can be handled in one of two ways.

Since the income tax law allows a taxpayer to switch from the declining-balance method to the straight-line method at any time without the consent of the Commissioner of Internal Revenue, it would be a wise idea for the

taxpayer in this situation to switch from this declining-balance method to the straight-line method after the end of the third year. Another alternative would be to depreciate the group in the amount of \$1,250 in the fourth year of the group's life if the assets were abandoned by the end of that year.

**Q:** In addition to serving as documentation in the event of an income tax audit, what other useful purposes are served by depreciation records?

**A:** Records of depreciation are invaluable in cases of loss, where you are trying to prove to the insurance company what the values of the damaged items were. In addition, personal property tax and sales tax audits are greatly facilitated by bringing into play accurate and up-to-the-minute depreciation records.

When either the entire business is to be sold or when a given piece of equipment is to be sold, it sometimes is vital that the prospective purchaser know what the cost, the annual depreciation, the accumulated depreciation, and the salvage value factors are.

**Q:** Suppose I had a bad year in my business in 1956 and did not choose to deduct depreciation. Would I, therefore, be allowed to deduct twice the amount I normally could in the year 1957?

**A:** No. The law is so worded that the deduction for depreciation is limited to the amount that was allowed or allowable. Since depreciation for 1956 in your case was allowable, even though you chose not to take that deduction, you would never be able to recover the depreciation for that year.

**Q:** Is there anything I can do to guarantee that the depreciation rate I picked for my office fixtures will not be upset by the Internal Revenue Service at a later date?

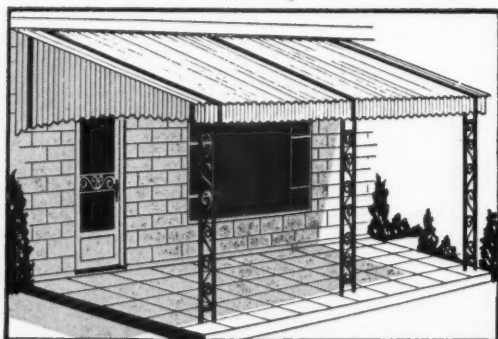
Year	Straight-Line		Sum-of-Digits		200% Declining-Balance	
	Annually	Accumulated	Annually	Accumulated	Annually	Accumulated
1	2,500	2,500	4,000	4,000	5,000	5,000
2	2,500	5,000	3,000	7,000	2,500	7,500
3	2,500	7,500	2,000	9,000	1,250	8,750
4	2,500	10,000	1,000	10,000	625	9,375



**\$ MORE PROFIT \$  
\$ FOR DEALERS! \$**

**EXCLUSIVE TERRITORIES  
now available for FAST-SELLING  
STRUCTO-LITE**

*Translucent Fiberglass Canopies*



Patios

All under-structures for Structo-Lite canopies are made of heavy aluminum extrusions and insure more than necessary strength required for any snow or wind load. The fiberglass panels are available in many colors and will give years of excellent service.

Structo-Lite units come to you knocked down and boxed. Can be installed quickly to any surface.

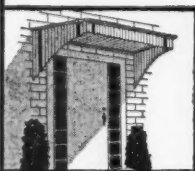
By filtering out the heat rays of the sun, Structo-Lite units reduce the temperature on hot summer days.

- Size & style for every job.
- Customer choice of colors.
- Rapid delivery direct from manufacturer.
- Protected territories for our dealers.

**Completely  
prefabricated units—ready  
for installation—All  
hardware included!**



Windows



Doors

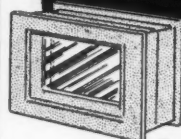
Write on your company letterhead for full PROFIT  
information . . . to Dept. SBS

**STRUCTO LITE CO.**

200 South Franklinton Road, Baltimore 23, Maryland

**DIXILITES**

OPEN THE DOOR TO



**BIG SAVINGS  
and LOWER COST**

**IN DOOR-LITES & LOUVRES**

DEALERS—FOR ANOTHER REAL MONEY MAKER,  
ASK FOR OUR FREE PAMPHLET "THERE'S PROFIT  
IN PICTURE FRAMING."

SEE YOUR JOBBER TODAY, OR WRITE  
**GEORGIA ART SUPPLY CO.**  
Office: 280 GARNETT ST., S. W. + ATLANTA 3, GEORGIA

**Relaxation of Government  
Regulations will make  
some Quick Sales...**

Our Production and Inventories  
are normal assuring you of  
**Rapid Service on Mixed Cars**

SUGAR PINE • PONDEROSA PINE  
DOUGLAS FIR • WHITE FIR and  
INCENSE CEDAR PRODUCTS.

Moulding • Glued Panels • Millwork  
available in mixed cars.

All products shipped are precision  
made, carefully graded by experts  
for customers satisfaction.



The Ralph L.  
**SMITH**  
Lumber Company

Mills at Anderson, Red Bluff, Castella,  
Wildwood, and Mt. Shasta, California



Sales and General Office at Anderson, California



A: Yes. According to the law you can make an agreement with the Commissioner of Internal Revenue establishing the depreciation rate which will apply to either a given piece of equipment or to a group of machines. This works very advantageously in that it helps to avoid future friction between the taxpayer and the Internal Revenue Service.

Q: A competitor told me recently that he figures depreciation on his trucks exactly to the day. Must I, for managerial purposes and/or income tax purposes, do the same thing?

A: Not at all. If you'd like, you can do as follows: Any equipment bought during the first half of the month can be considered to have been bought as of the first of that month, any equipment bought during the last half of a month can be considered to have been bought as of the first of the next month. Some firms feel a simple way to handle additions and subtractions of equipment that occurred during the year is to assume that they took place as of the mid-point of the taxpayer's year, namely July 1st in the case of a calendar year taxpayer.

Q: Where on my profit-and-loss statement must I show the expense for depreciation?

A: There is no one place where the item of depreciation must be shown on a profit-and-loss statement. For example, some firms in your field like to show depreciation as part of the regular operating expenses. Others like to show it as a separate item after the normal operating profit. The important thing to remember is that depreciation must, at all costs, be shown somewhere in the profit-and-loss statement since it is one of the vital cost factors.

Q: Every so often I like to figure my breakeven point. Naturally, in order for me to be able to do that I must know what my overhead is. Is it really important for me to include depreciation as an item of overhead?

A: Absolutely. Although depreciation is in a sense invisible, it is also insidious. As each page on the calendar is destroyed the depreciation on a piece of equipment becomes greater. If you allow yourself to be deluded by the fact that it is not important to include depreciation as an item of overhead because no cash outlay

is involved you will be fooling yourself to the extent that you will be understating your total overhead. Furthermore, although an immediate cash outlay is not involved with depreciation, obviously money will have to be paid out in the future.

Depreciation merely acts as a convenient method for reducing the profit per the books to such a level that when the day comes (as it ultimately must) that a new piece of equipment has to be purchased there will be enough funds in the business to be able to do so.

## KITCHEN SALES

(Continued from page 39)

able spurt in both remodeling and kitchen sales through a six-month TV advertising schedule, whereby it bought two five-minute spots twice a week for 26 weeks. The full schedule was devoted entirely to remodeling, repairs, and kitchens.

The program came on at 6:30 p.m. each Tuesday and Thursday, and in most cases a member of the company participated in giving the sales message. Some of the five minutes was devoted to answering inquiries from customers and prospects.

"Two factors make or break such a TV program, in our experience," O'Brien said. "First, the announcer; second, the time of day. Without a good announcer with a wide following, no program will produce satisfactory results; and unless the time is such that housewives are likely to see and listen, poor returns may be expected."

The program cost \$200 per week, or \$5,000 for the six-month schedule. The number of inquiries for repairing, remodeling, and kitchens traced directly to the advertising proved its worth, O'Brien declared. The TV program was supplemented with modest ads in the two local newspapers.

In kitchen advertising, the company stresses the services of expert estimators, who promptly go to the home of the prospect, appraise and measure the existing kitchen, then prepare and present a sketch for a complete kitchen arrangement.

According to O'Brien, prompt service is the keynote to this department's success. By follow-

## Have you been missing any customers lately?



If you have, you'll probably find some of your old customers in the stores that stock the full line of Southern Screws and Bolts.

Why? Because the customer finds that he can depend on the quality and easy availability of Southern Fasteners.

But that's not all. He gets technical information about how to drill proper size pilot holes, etc., from Southern's free TC-4 Folder. He buys from sturdy packages which employ a label system that clearly and quickly identifies the contents.

Hard-hitting advertising in trade and consumer publications constantly remind the customer of every superior feature of Southern Fasteners. So the customer goes where he finds the full Southern Fastener line . . . He goes direct to "fastener headquarters!"

Want to get those missing customers back? You know what to do — stock Southern Fasteners — the full Southern line!

Write on your Company letterhead for Southern's Package Stock Guide and a free supply of Technical Charts for your customers. Address Box 1360-SBS, Statesville, North Carolina.



Wood Screws • Stove Bolts • Machine Screws & Nuts • A, B, C & F Tapping Screws • Roll Thread Carriage Bolts • Dowel Screws • Hanger Bolts • Wood & Type U Drive Screws

Warehouses:  
NEW YORK • CHICAGO • DALLAS •  
LOS ANGELES

Sold Through Leading Wholesale Distributors



## WHY DIDN'T THEY GET WINDOWS WITH CALDWELL SPIRAFLEX?!

To be sure, everyone would have been happier had they done so, for with *Spiraflex* there's no slip, no creep, no bind!

*Spiraflex* is the first 1-piece weatherstrip-balance unit to offer true counterbalance with spiral sash balances.

There is no practical substitute for the quality window with Caldwell Sash Balances or *Spiraflex* balance-weatherstrip combination.

### THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 69-year reputation for making quality products and standing behind them.

### CALDWELL TAPE BALANCES

for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances made.

### CALDWELL SPIREX

for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.

### CALDWELL HELIX

for Commercial and Institutional Sash. The spiral balance specifically designed for heavy sash.

### THE SPIRAFLEX

Combination weatherstrip—sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY  
63-C Commercial Street, Rochester 14, N. Y.

**CALDWELL**  
SASH BALANCES  
ROCHESTER, N. Y. • JACKSON, MISS.

ing up inquiries immediately, the estimator presents his best selling points at the psychological peak of customer interest.

The Corpus Christi company's model kitchen is a vital factor in closing sales. In a separate room apart from the main sales floor, prospects may see this all-electric model kitchen in operation, attractively arranged to show to advantage both metal and woodcovered equipment.

The dealer does not make actual installation of the kitchens, but cooperates with several reliable carpenters who do work on contract. He deals directly with the carpenters and pays them for their services. Good workmanship assures satisfied customers.

Financing of new and remodeled kitchens is an added service of this progressive concern. Almost all of the complete kitchen sales are on credit and most credit sales are handled under Title I FHA financing for the customer's convenience.

## "MOST UNUSUAL"

(Continued from page 41)

plays of building material samples. The customer needing heavy items goes to the counter and gets needed advice from the salesmen, makes selections, and pays his bill or makes credit arrangements.

The customer then takes his order tickets and drives his car into the warehouse, across the driveway from the main store. There he is directed by one of the "greeters" to drive to the specific warehouse aisle where the merchandise will be loaded by a "runner."

Two 25-foot wide aisles through the warehouse permit a central lane for a continuous route in and out of the warehouse — and side lanes for parked cars being loaded. The warehouse has no door; a fence encloses the warehouse.

When the customer gets back to the center drive, the items he selected in the main store are wrapped and waiting for him on the loading platform.

Wherever possible, the yardmen or "runners" will have the customer's heavy materials ready for him, to spare him the time and effort pulling around the bin itself. The

customer can find his entire purchase — both from main store and warehouse — waiting for him on the loading platform.

In the northeast corner of the first floor of the store are to be found the receiving and marking rooms. Space for a manager's office, employees' lounge and lunchroom was arranged above the marking room. A one-way view

## Classified Advertising

Terms — Cash With Order  
Minimum Charge \$5.00

### RATES:

\$8.10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

### REPRESENTATIVE WANTED

### WHOLESALE DISTRIBUTORS WANTED FOR VISTA-LUX

#### FIBERGLAS REINFORCED TRANSLUCENT PANELS

- 1—Retails as low as 59c sq. ft.
- 2—Nationally advertised.
- 3—Maximum mark-up.
- 4—Highest quality.
- 5—Free Advertising Materials.
- 6—Free Samples.
- 7—Free Displays.
- 8—Co-op Advertising for Dealers.
- 9—Complete Sales Training Plan for Your Salesmen.
- 10—Merchandising plan for related item sales.

Wire or Write Today  
Sales Manager  
VISTA-LUX CORPORATION OF AMERICA  
Vista Building, Beltsville, Md.

### SALESMEN — SCREEN DOORS

Live wires in all territories to sell a hot selling "All-aluminum" screen door complete with hardware as low as \$13.72. Representatives who mean business can clean up fast. Full co-operation and territorial protection on reorders; highest commissions. Write us about your operations.

FLORIDA WINDOWS, INC.  
P. O. Box 425, Hollywood, Florida

### LINES WANTED

"Salesman now selling West Coast lumber and plywood to the retail lumber and building material dealers in Florida desires to add additional lines. If interested: write P. O. Box 10241, Tampa 9, Florida.

may be obtained of the selling floor from the manager's office.

"With the trend today toward stereotyped housing developments, a home-owner can best express his individuality through attractive landscaping, his garden, fencing, lawn furniture," said John Hechinger, partner and administrative head. "The attractive landscaping of our store demonstrates to a customer what can be done."

**Landscaping** of the area was planned to make the home-owner conscious of beautifying his own piece of land. Green lawn fronting the store on the highway, old oaks preserved, the children's park, the garden shop, and the hothouse for growing plants were planned to help the customer do a better gardening and landscaping job on his own property.

Solid masonry walls of the main store make better insulation than glass show windows, and a gleaming white roof of marble chips reflects rather than absorbs the sun's heat, according to Frank Wolfsheimer, operations manager.

With an air-conditioning system hooked up to the heating plant and set with automatic controls, the store can provide comfortable shopping the year-'round. The store has a lowered ceiling of approximately 1,800 square feet through the middle which serves as a large lighting fixture display. It also conceals the ducts, wiring, and mechanical equipment.

Stressing a theme of Do-It-Yourself for the suburbanite in this rapidly developing home-owning area, Hechinger's on opening day had some 30 demonstrations going on simultaneously on floor finishing and care, gardening, home decoration, home improvement and repair with power tools, air cooling, outdoor fireplace construction, cooking with an electronic oven, and sporting goods.

## SPORTS PAGE ADS

(Continued from page 46)

a few words of description. They were still selling two weeks after the table ads stopped.

Another week-end ad featured an add-a-room offer with term payments. Along with it was offered free plan booklets explaining different room plans and garage plans. Many orders were sold and

in each case Old Hickory offered to supply the contractor to do the work. The company has many available independent contractors for this kind of job when the Do-It-Yourself man finds the building of an entire room more than he can handle himself.

Another week-end sports page insertion featured Old Hickory's Bargain Bin — a sort of an equivalent of the department store's bargain basement. This is a display section out in the lumber shed where Hovey offers odd lot sales of 2 x 4's, plywood, short-cuts from sawed-to-specifications lumber, etc. In the bargain bin also are bargain-priced doors, screens, window sash, cabinet hardware, and other items.

When Hovey showed us the bin all it had in it was a few scraggly sawed-off lumber pieces. "That's all that remains of a full bin that had all kinds of bargain items before that ad appeared last week," he said.

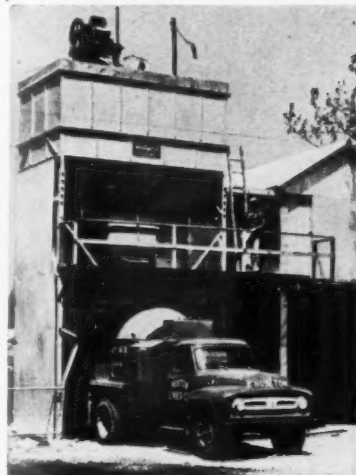
When asked about the over-all results of this kind of promotion Hovey pointed to a cash register near the door. "Before we started this advertising program," he explained, "that machine rang up on Saturday morning \$5 to \$10 worth of cash sales, in addition to some material bought on time. Now it rings up at least \$500 a Saturday on the items those ad-reading buyers buy, pay for, and carry away. And, of course, credit sales have also greatly increased. That will give you some idea of why it pays to advertise."

Hovey went on to explain that newspaper advertising is usually a failure unless persistent and continuous. "We are cashing in on those ads," said he, "because they appear every week in the same place and they offer something that we have learned from experience the average home improver wants at that particular time. This regular week-after-week appearance impresses the Old Hickory name on him. He starts coming, we give him a square deal, and he comes back—and comes back."

Hovey explains that the chief result of his Friday-Saturday insertions is to get the prospect into the yard. However, he says that happy result would be a failure if he didn't impress him after he got him there.

Adjoining the air-conditioned office-display room is the large lumber storage shed. Running down inside this shed are two driveways. As the prospect drives

# "READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

### Here are some typical dealer reports . . .

"our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

## Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name .....

Address .....

City ..... Zone .....

State .....



# HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

**CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:**  
POSTS • POLES • PILING  
LUMBER • CROSS ARMS • TIES  
**WOLMANIZED® DOUGLAS FIR LUMBER**  
**UNTREATED FABRICATED TRUSSES**

629 W. Bldg.  
Houston, Texas  
209 Philidor Bldg.  
Dallas, Texas  
P. O. Box 192  
DeRidder, La.

410 T&P Pass.  
Station Bldg.  
Ft. Worth, Texas  
415 New Moore Bldg.  
San Antonio, Texas  
Leonhardt Bldg.  
Okla. City, Okla.



There Is No Substitute  
For The L-B Brand

**INTERNATIONAL PAPER COMPANY**  
**Long-Bell**  
**DIVISION**  
KANSAS CITY, MO. • LONGVIEW, WASH.

up to the lumber room from the outside he sees a big sign inviting him to drive in and park inside. This is a great help in time of rainy or cold weather. Once inside, he can buy and load his purchases under shelter and into his truck or car and head out the other side.

One Friday-Saturday Old Hickory ad offered many kinds of home paneling. On Saturday it brought in five married couples who looked and later bought.

But while the week-end ad brings the Do-It-Yourself prospects into the plant to look at the paneling, it is quite a different job to get him to take it away with him, either then or later. Hovey has thought that one out, too.

On the side of one driveway through the lumber shed is a solid paneled wall down part of the length of the runway. It shows 10 different kinds of paneling nailed up in place so the customer can see exactly how each looks in wall form. Over the top of this display wall is a row of fluorescent lights that set the paneled wall off in its most attractive effect.

"I sell every foot of my paneling by this wall display," said Hovey. "Every prospect is shown this display wall and it has sold far more than I could have ever disposed of by merely showing the paneling stacks. A panel board of a certain color or design on a stack pile wouldn't tell much. But my display shows how each of the 10 kinds would look on the wall of a room."

Hovey is local chairman of the Operation Home Improvement program sponsored by the Chamber of Commerce. His company participates in the improved model home on display in Nashville.

In his week-end newspaper advertising, Hovey gives preferential attention to those items on which the supplier pays 50 per cent of the ad cost. Like all other dealers, he finds nationally advertised brands the most dependable. But he says that while it is important for a local dealer to promote these national brands, it is more important that he promote himself.

"I am eager," he explained, "to sell people on Reynolds aluminum, or Disston saws, or ponderosa paneling. But I'm still more concerned about selling them on the Old Hickory Lumber Company. That's the company that has to satisfy them and keep them coming back for more."

## STORE ENLARGED

(Continued from page 43)

ed up attractive souvenirs, and gave the display a look-see.

Factory representatives demonstrated power tools and discussed the features and uses of several kinds of building materials.

"As often happens in projects of this type," admitted Gregory, "we spent more money than we originally intended. However, as we went along with the project, we decided to incorporate tile restrooms, plate-glass windows with brick facade, and other refinements, in keeping with the modern theory of merchandising.

"In this regard we now feel that we have a salesroom which is attractive for the public to come to, and which adequately displays the wide variety of merchandise they want to buy from us."

## Ruberoid on NBC Radio

The National Broadcasting Co. has created a new "Believe It Or Not" series expressly for the sponsorship of the Ruberoid Co. The new radio series, based on the late Robert Ripley's files, will be presented five times each week-end.

## NAHB Exposition to Fill 780 Exhibit Spaces

Some 30,000 persons are expected to kick off the 1958 home-building season at the 14th annual convention and exposition of the National Assn. of Home Builders, January 19-23. Three Chicago convention centers—the Conrad Hilton and Sherman hotels and the Coliseum—will house the gigantic five-day session.

Advance information on hundreds of new and improved products will be available in 780 exhibit spaces. A bloc of 53 spaces in the Sherman Hotel exposition area will be occupied by lumber and millwork displays of 26 manufacturers and associations, through the coordination of the Ponderosa Pine Woodwork association.

A total of 57 different product classifications are included in the mammoth exposition, which will be about equally divided between the three centers.



"THE VERY BEST IS"

# TEMPLIN

ENGINEERED ROOF FRAMING



ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE

"ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS"

FRANCHISES

**NOW AVAILABLE**

IN THE SOUTHEASTERN STATES  
FOR  
TRUSS MANUFACTURERS  
AND  
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

WRITE OR PHONE — 4146

**TEMPLIN ASSOCIATES, INC.**

Vero Beach, Florida

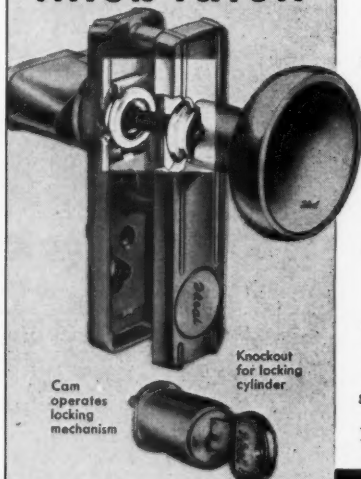


## Why S-B-S Suits Building Suppliers

ASSERTS M. B. ASBURY, *managing partner of the Elberton Compress Company, building material dealers in that Georgia granite center — and specialists in home improvement sales:*

"I always look forward to each issue of SOUTHERN BUILDING SUPPLIES, and take it home to read leisurely in the evening. I find especially helpful your feature articles on the promotion and sale of packaged home improvements by other Southern dealers. I also frequently find new products advertised or written up in your Product Parade that we decide to add to our material lines."

## new ideal knob latch



*with*  
**"Oiled For Life"**  
Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that absorb pulling strain.

Drill only three 1/4" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings... a base silver aluminum coat and then a clear Epoxy enamel finish.

Cam operates locking mechanism

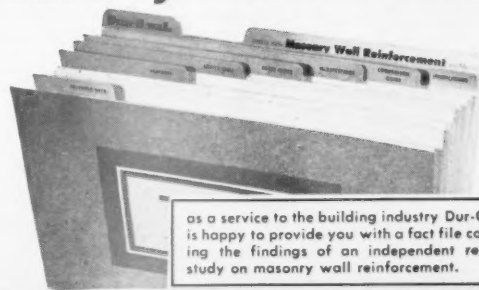
Knockout for locking cylinder

Available through leading wholesale hardware and building supply jobbers or write us.

**IDEAL BRASS WORKS, INC.**  
250 E. 5th Street • St. Paul 1, Minn.

*Ideal*

## THE FACTS RECOMMEND **DUR-O-WAL** masonry reinforcement



as a service to the building industry Dur-O-wal is happy to provide you with a fact file containing the findings of an independent research study on masonry wall reinforcement.

# DUR-O-WAL

**Rigid Backbone of Steel For Every Masonry Wall**

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA.  
Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y.  
Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ.  
Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD.  
Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.  
Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA.  
Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

**DUR-O-WAL**, Cedar Rapids, Iowa

Please send Dur-O-wal file to

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please furnish name of my nearest supplier ☐

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**YOU'LL SEE OUR TRUCK FLEET ALL OVER**



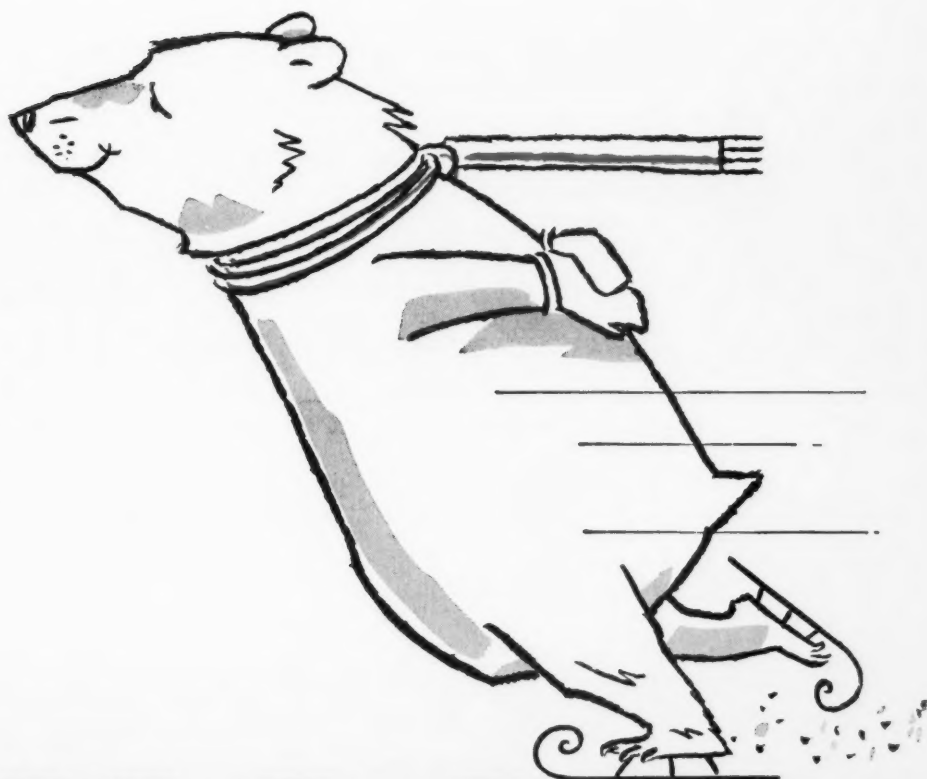
**THE COUNTRY, DELIVERING THE FINEST IN**



**COMMERCIAL, INDUSTRIAL & RESIDENTIAL**



**WINDOWS ... UALCO ALUMINUM WINDOWS.**



# SMOOTH



Once you've mixed Penn-Dixie "One Package" Mortar Cement with the recommended amounts of sand and water, you'll see how its buttery consistency makes for easy workability on any job.

Penn-Dixie Mortar has every quality that top-grade masonry requires. Easy mixing, precision-timed hardening and excellent water repellency when set. High yield without sacrificing strength, too. Its job-site economies have been proved time and time again.

Use or specify Penn-Dixie "One Package" Mortar Cement. You'll find it pays!

*Penn-Dixie means Permanent Dependability*

**PENN-DIXIE CEMENT** *Corporation*

<b>OFFICES</b>	New York	•	Philadelphia	•	Pittsburgh	•	Boston	•	Chicago	•	Detroit	•	Atlanta	•	Des Moines
	Chattanooga	•	Nazareth, Pa.	•	Milwaukee	•	Petoskey, Mich.	•	Buffalo	•	Holland, Mich.				
<b>PLANTS</b>	Bath, Pa.	•	Nazareth, Pa.	•	Penn-Allen, Pa.	•	West Winfield, Pa.	•	Buffalo, N. Y.	•	Kingsport, Tenn.				
	Richard City, Tenn.	•		•	Clinchfield, Ga.	•	Des Moines, Iowa	•		•	Petoskey, Mich.				
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